

DECEMBER 20, 1952

MOTION PICTURE HERALD

THEATRE TELEVISION
TRIES GRAND OPERA

*A city-by-city report
of box office results*



HUGHES TAKES OVER
RKO MANAGEMENT

REVIEWS (In Product Digest): NEVER WAVE AT A WAC, HIAWATHA, THE REDHEAD FROM WYOMING, MEMBER OF THE WEDDING, TORPEDO ALLEY, THE PATHFINDER, TARGET HONG KONG, PARES IN BAGDAD, THE GAMBLER AND THE LADY, TWO CENTS' WORTH OF HOPE, FORBIDDEN GAMES

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M-G-M presents "ABOVE AND BEYOND" starring Robert Taylor • Eleanor Parker • with James Whitmore • Marilyn Erskine • Screen play by Melvin Frank, Norman Panama and Beirne Lay, Jr. Story by Beirne Lay, Jr. • Produced and Directed by Melvin Frank and Norman Panama

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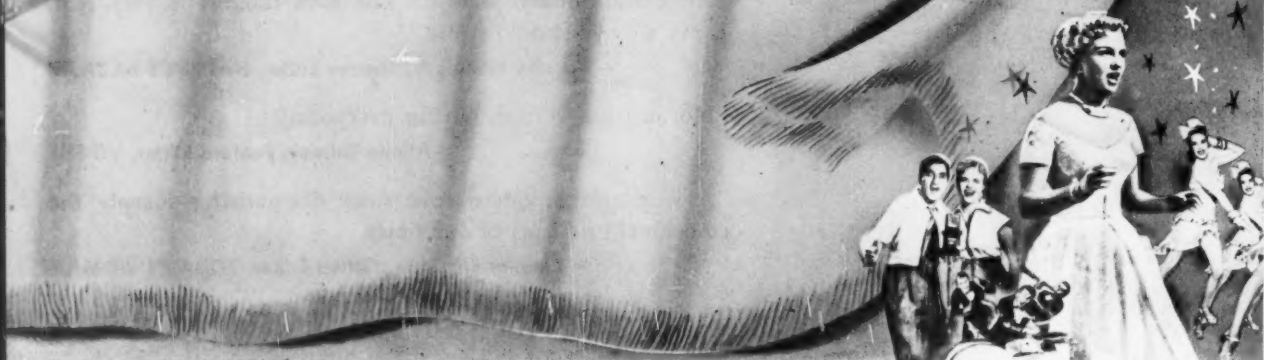
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AND
BEYOND"

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BASED ON THE PLAY BY SAMSON RAPHAELSON

DIRECTED BY

MICHAEL CURTIZ

MUSICAL NUMBERS STAGED AND DIRECTED BY LE ROY PRINZ
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OF
SCRATCH*
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Ruby!



The story
of a flame
named Ruby...
who wrecked
a whole town...
SIN BY SIN!

JENNIFER
JONES

CHARLTON
HESTON

KARL MALDEN

in

Ruby
Gentry

Produced by JOSEPH BERNHARD and
KING VIDOR • Directed by KING VIDOR
Screenplay by SILVIA RICHARDS
Story by ARTHUR FITZ RICHARDS
A Bernhard Vidor Presentation
Released by 20th Century Fox



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THERE'S REAL MONEY IN YOUR DATE WITH RUBY!

MOTION PICTURE HERALD

MARTIN QUIGLEY, Editor-in-Chief and Publisher

MARTIN QUIGLEY, JR., Editor

Vol. 189, No. 12

December 20, 1952



Construction Green Light

THE official shutdown of theatre construction, ordered at the start of the Korean War when theatres were linked by the National Production Authority with "the cats and dogs of the amusement world," comes to an end January 1. From that date exhibitors may self-authorize materials up to five tons of steel and 500 pounds of copper each quarter for each project. After May 1 aluminum may be self-authorized up to 300 pounds on the same basis. Meanwhile the Canadian Government has lifted the steel controls on theatre construction effective December 31.

Next year in both the United States and Canada there should be a considerable increase in theatre construction. Drive-ins will be erected in many new areas. Also regular theatres will be built in areas not now served by theatres or served inadequately. Population growths and shifts have left many places "theatreless." Just as the department stores in many large cities have had to open branches in the suburbs, many outlying districts are ripe for theatres. Also, a number of new towns have been "born" since World War II. It is certain that almost every new theatre project will make the best provision possible for satisfactory parking.

Merchants who know the benefits of a theatre to life and business on Main Street should welcome the appearance of every new theatre.



Witness Rank

IN RECENT weeks Mr. J. Arthur Rank has done much to strengthen the British motion picture industry and to encourage exhibitors. On trial for quota default, Mr. Rank achieved a virtual "declaration of independence"—proclaimed by Sir Laurence Dunne, Chief Magistrate of Bow Street Court—not only for Mr. Rank's Haymarket Gaumont theatre but for all British exhibitors. The effect of Sir Laurence's decision dismissing the case was to call attention to the injustices of the "supporting programme" quota and to the "mischievous proceeding" of the Board of Trade in bringing an action against a theatre without examining all the factors. For all this credit is due to Mr. Rank, who personally entered the witness box to state his theatre's case. In an attempt to rile Mr. Rank in cross examination the public prosecutor demonstrated that his tastes

in films were not necessarily those of Mr. Rank or of the public.

On another front Mr. Rank and Mr. John Davis, managing director of the J. Arthur Rank Organization, made headlines with the announcement that the group's own pictures to be filmed at the Pinewood Studios will be financed without recourse to the Government's National Film Finance Corporation. While under the Eady plan all British films receive financial assistance, that assistance is in proportion to the earnings of the pictures. Future Rank film plans are now removed from the advance scrutiny of the Government's motion picture finance experts. Records all over the world demonstrate that holding a government office is no infallible guarantee of making wise choices in scripts, film budgets, casting and the like.

Evidence of the firm financial status of the Rank Organization is being given with payment early next week of all arrears on the preferred stock of Odeon.

It is gratifying to observe that the Rank enterprises, after adversities and disappointments, are again moving effectively in the direction of increasing stability and significance in both the British and the world markets.



Spotlight on Public Relations

IN THESE days of industry concentration on prices, grosses, arbitration and the campaign for tax repeal, it is well that an experienced voice again sounds the ever-important call to attention to public relations. This time Mr. Maurice A. Bergman, Universal Pictures executive, in an address prepared for delivery December 18 to the AMPA school in New York, said, "The ideal public relations would demand conduct worthy of a saint, judgment worthy of a Solomon and financial resources commensurate with the Rockefeller fortunes." While such an ideal is unobtainable, the speaker urged that the industry do much more on behalf of its own public relations. The public cannot be expected to hold the industry in high esteem if it does not understand the good done by it. Mr. Bergman called for the establishment of a permanent public relations fund, more effective use of the theatre screens, an organized speakers' bureau and an institute to train young talent and young executives. Mr. Bergman's conclusion was, "There is nothing wrong with our public relations but there is a lot missing."



The Herald wishes one and all a joyous holiday season—A peaceful, happy and prosperous New Year



Letters to the Herald

Harmful Cycles

TO THE EDITOR:

I am disappointed, discouraged and disillusioned. I thought the first thing COMPO would undertake when it was organized was to see that the producers stagger their pictures so that theatres would not have to present to their diminishing audiences a musical every week for five weeks (as we had to do recently) or pirate pictures released one after the other for weeks and weeks and weeks.

The cycle of Westerns, racket pictures, psychological dramas and many others could be included. In my opinion, releasing pictures of similar nature so that they become available about the same time is one of the biggest mistakes Hollywood is making. No matter how big the picture is, it loses its value when patrons have seen four or five similar pictures in a row and, of course, the box-office suffers.

I hope there is some way to work out this serious problem. It would not only benefit the exhibitor but the producer as well.—LOU SWEE, *Stillwell Theatre, Bedford, Ohio.*

Windshield Wipers

TO THE EDITOR:

Ever since I attended a drive-in owners' meeting during our convention at Jacksonville, I asked the question as to whether a concerted effort had ever been made to have automobile manufacturers put electric wipers on all cars. I was amazed to find out that no one knew of any such effort ever having been made. I am a newcomer in the drive-in field, having recently built one to protect my indoor investment. I know my business at the drive-in would be at least 50 per cent better on rainy, or even threatening nights if all cars had electric wipers. I took the matter up with local dealers and all agreed to write their companies. On a national scale this might bring results.—C. E. BEACH, *Alan Theatre, Fernandina Beach, Florida.*

New Gimmie

TO THE EDITOR:

Why isn't Hollywood going all out to produce pictures in third dimension? Those lines at the box office in Los Angeles ought to be the signal to get going with this new coin-grabber.

It wasn't too many years ago that all people wanted to know was "Is it a talking picture?" They didn't seem to care who was in the picture, whether it was any good,

A WIDE OPEN FORUM

The "Letters to the Herald" page of *Motion Picture Herald* is only a month away from a fourth anniversary. In that four-year span it has proved a most adaptable sounding board for expressions of opinion concerning this business. The ready acceptance of this easily available open forum is attested by the fact that in the period of nearly four years, something like 1,200 communications have been published on this page, each voicing an expression designed in one way or another to advance the art and business of the motion picture for the greatest benefit of the greatest number. This page, as always, is still open to all-comers with a thought which needs expression.

or what the admission was. If it talked, that was it—and they came in droves. It was a new theatre gimmick and this industry cleaned up on it while learning how to make good pictures with sound.

Then along came TV. Again the public didn't care what the program was or how good the picture was, just so it was TV. If it was TV they went to the nearest bar or club or stayed home in droves, no matter what the cost—and TV is not cleaning up while learning how to do good programs.

Now comes third dimension. The public doesn't seem to care anything as to who is in the picture or whether it is any good, at least not if the critics on this score are correct, nor do they object to the admission price. They just ask one thing, "Is it third dimension?" If it is, they flock in droves and again there is a chance to clean up while making good pictures for this medium.

If it costs less than \$1,000 to equip a theatre for this new gimmick then will you tell me and the rest of the exhibitors why Hollywood doesn't jump on this new box office band wagon, but quick, and put those box office lines in front of every theatre in the nation? Just what are they waiting for out there? This industry used to always be alert, awake and first. Come on, Hollywood, wake up! There's a new gimmick that will pack theatres—start using it.—LARRY WOODIN, *Arcadia Theatre Company, Wellsboro, Pa.*

Rentals and Tax

TO THE EDITOR:

I get sick and tired of reading about the pros and cons of arbitration. What can arbitration mean to the hundreds of theatre owners who are now operating either without any profit or in the red.

I don't blame Colonel Cole for not even

considering such a proposition as was presented in the distributors' approved draft. What the small independent exhibitor needs today is relief from high price film rentals and repeal of the Federal ticket tax.

There are two things he can do about this. He may write to every Congressman he can and explain his difficulty in operating his theatre with such an unjust tax as we are now paying. The second thing to do is to stop buying pictures from those companies which are trying to put him out of business.

I want to appeal to all exhibitors who are having difficulty in making both ends meet to write their Congressmen and tell them the story of what the 20 per cent tax is doing to them. Do it now; next month may be too late!—A. E. LANDRETH, *Lyric Theatre, Portsmouth, Virginia.*

Taxes—Big Problem

TO THE EDITOR:

We have a 700-seat house in a good suburban town outside Pittsburgh. Our greatest problem is taxes. We cannot raise our admission price, and we are saddled with both the 20 per cent Federal tax and a 10 per cent borough and school tax.

Our other big problem is disciplining the teen-agers. We have had many complaints by our regular patrons about the annoyance caused by these youngsters.—Independent Exhibitor, Pittsburgh, Pennsylvania.

"Almanac" Indispensable

TO THE EDITOR:

We have always found the *Motion Picture and Television Almanac* to be one of the most useful, ready references in the office, and quite indispensable in our day-to-day work.—JOYCE O'HARA, *Motion Picture Association, Washington, D. C.*

MOTION PICTURE HERALD

December 20, 1952



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► Spyros Skouras, ebullient president of 20th Century-Fox, toured Australia and New Zealand recently on his way home from a trip to the Far East, including the Korean battle-front. In Sydney he endeared himself to the press with such terse comments as these:

On the U. S. films for television suit: "It has been my experience that nothing the Department of Justice starts ever stops."

On television: "It knocked hell out of us for three or four years, but we have seen the worst and are now climbing back with better films."

On the future of the industry: "I am a Greek at heart with a Greek's love of the theatre."

► President-elect Dwight D. Eisenhower and Eric Johnston, president of the Motion Picture Association, conferred briefly Monday at Mr. Eisenhower's headquarters in the Commodore Hotel, New York. The nature of the discussions was not revealed.

► When the Roxy theatre, Broadway's latest big-time "renovation," reopens next week, its gigantic "ice-colorama" stage, site of a permanent ice show accompanying the picture, will have been given impetus with water sent from 48 states. One Nicholas John Matsoukas is responsible for the publicity release of last week, which described the request for "not less than a quart" of water from each state governor, taken from an "historic body of water." Oh, yes, U.S. territories and possessions can get into the act, too. We are intrigued

with the idea that during a big production number one of the cute skate-chorus might slip a skate and land with an audible thud right down on her Arkansas, or perhaps her Nebraska.

► "Hans Christian Andersen," the Samuel Goldwyn fairy tale epic, released by RKO, is setting the pace for New York holiday grosses. Running simultaneously at two theatres, it brought \$64,000 at the Criterion and \$24,000 at the Paris in its first week, records for both houses. The total for the second and third weeks at the Criterion were \$46,500 and \$44,000 and at the Paris \$19,400 and \$15,000.

► Harry S. Jacobs, former automobile dealer who bought the Wynne theatre in Philadelphia last August, doesn't spare the horses when it comes to philanthropic activities. This week Variety Tent 13 announced that Mr. Jacobs would turn his theatre over the night of December 22 for a benefit show for the Tent's Heart Fund. The program will include a regular feature and several local variety acts. There will be no rental, no expenses, and the admission will be a contribution to the Heart Fund.

► Recognition of a Hollywood film, when it comes from no less than the dean of New York's professional playgoers, Brooks Atkinson of the *New York Times*, should be duly noted. Last week Mr. Atkinson, in roundly panning a new play which had an Ozarks locale (and described by Lee Mortimer as a "hoss opera without a hoss"), said the production made him "especially grateful to the makers of a Western movie that is eloquent without losing its simplicity"—"High Noon."

FAME POLL NEXT WEEK

The Top Ten Money-Making Stars of the year, selected by exhibitors in the annual Motion Picture Herald-Fame poll, will be announced in next week's issue of the Herald. The poll, in which exhibitors name their favorite marquee stars, judging them solely on the basis of their value at the box office, is now in its 21st year. In Hollywood and in the press it is regarded as the authoritative audit of box office personalities.

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This week in pictures



SOME OF THE PERSONALITIES at the Independent Exhibitors of New England annual meeting in Boston last week. In array are Harold Young, buyer; Julian Rifkin, exhibitor; Leon Bamberger, RKO Radio sales promotion manager; Leonard Goldberg, exhibitor; Theodore Rosenblatt, exhibitor; and Norman Glassman, president of the organization. See page 29.

CITATION FROM THE MARINES, below, to 20th-Fox, at the ceremonies Sunday night in the Lambs Club, New York, honoring "Stars and Stripes Forever". Executive Al Lichtman accepts for the company.



by the Herald

SAM SPIEGEL, returned from England where he produced "Melba" for United Artists release, told the press in New York this week that the importance of the foreign market should not be underestimated. "African Queen," his last, grossed from \$2,000,000 to \$3,000,000 abroad.



by the Herald

JEAN RENOIR, director, as he arrived in New York last week, en route to relatives in Ohio and then to Hollywood, where he will work on the script of his next, "The Poachers", to be made in France with Danielle DeLorme and an American male lead. Mr. Renoir's latest has been "The Golden Coach", made in Italy in English and in color with Anna Magnani, and now seeking American distribution. Mr. Renoir said he also may work again in Hollywood and in India.



A THANK YOU for sponsoring rooms at the Will Rogers Memorial Hospital. Jack Beresin, Variety International Chief Barker, and William German, raw film distributor, hold mementos signifying their donations. A. Montague, left, hospital president, conveyed the board's gratitude at their meeting last week in New York.



A GRATEFUL COMPANY honors a 25-year employee. Edward DePatie, Warner studio manager, left, receives a plaque from company vice-president in charge of production Jack L. Warner. The occasion was a studio luncheon at which Mr. DePatie was honor guest, and which was attended by top executives.



MORE PLANNERS, for the Variety International 80th birthday celebration for Adolph Zukor. Snapped on the Coast are Jesse Lasky, an early associate; Bob O'Donnell, celebration organizer; Ned E. Depinet, Charles Skouras, and Herbert J. Yates, old friends.



FROM MEXICO CITY, visiting circuit owner W. O. Jenkins, center, left, is greeted at the Universal New York office by sales chief Alfred Daff, left, and foreign sales chief Americo Aboaf.

DEWEY MICHAELS, right, is the new chief barker for Buffalo Variety Tent No. 7. He is general manager of the Michaels Theatres circuit in that city, and also a promoter of boxing, and stock car races.



HUGHES LEADS AT TURN IN RKO STEEPLECHASE

Names Four Directors as Corwin Resigns; Stolkin Group Gets More Time

The almost month-long negotiations in Hollywood between the Ralph Stolkin syndicate and Howard Hughes culminated last weekend in the latter's return to a position of management responsibility in RKO Pictures.

Election of four new directors and the resignation of Sherrill C. Corwin as chairman of the board of RKO Pictures was announced by the company. The new board now consists of Mr. Hughes, Noah Dietrich, J. Miller Walker, Maurice H. Bent and Edward G. Burke, Jr.

Granted Deferments on Dates to Stolkin Group

Under the latest development Mr. Hughes granted deferments to the Stolkin group of maturity dates on future payments due him under their stock purchase agreement. They paid \$1,250,000 down in September and have approximately \$6,000,000 more to pay in the next two years. It was reported that in addition to the deferment, Mr. Hughes also waived a provision of the agreement holding the members of the group "jointly and severally" liable for performance of the contract. In consequence of such a waiver, it was said, members of the Stolkin group could, if they so desired, sell their RKO stock holdings individually, rather than in a block.

Mr. Corwin asked to be permitted to resign in order to devote his time to other business interests it was reported. The new directorate was expected to meet this week and elect Mr. Dietrich president of RKO Pictures and RKO Radio.

Uncertainty developed this week as to whether Mr. Bent was or was not a member of the board. It was indicated that he could not or was unwilling to accept the post. Mr. Bent was identified as a senior partner in the investment firm of Merrill Lynch, Pierce, Fenner and Beane, but according to Winthrop H. Smith, managing director of the brokerage house, Mr. Bent is an employee in its underwriting division. Company policy prohibits participation of its officers or employees in activities of any outside corporation. A clarifying announcement was expected.

Board Seen Selected By Howard Hughes

The new board is regarded as being hand-picked by Mr. Hughes, since it also includes Mr. Dietrich, executive vice-president and a director of the Hughes Tool Company, and Mr. Walker, former vice-president and general counsel of RKO dur-

ing the first Hughes regime. Mr. Burke, Texas oil man, is the only board member who also is a partner in the five-man syndicate to which Mr. Hughes sold his majority stock September 23.

Depinet Declined Post As Company President

Last Friday, prior to the reconstitution of the board, Ned E. Depinet announced that he had been invited but declined to become president and a member of the board of the company. He said: "Due to existing circumstances it was my considered decision that it would serve no useful purpose for me to reenter the management of RKO at this time." He added: "I am sure Mr. Hughes intends to do whatever is necessary to give RKO good management and I hope with all my heart that he succeeds."

In prepared statements by Mr. Hughes and Mr. Stolkin, each explained the events which led up to the selection of the new board. Mr. Hughes said that on November 22 he had received a call from Mr. Stolkin asking for a meeting between his group and himself concerning the company. One of the points of discussion, he said, was a review of the names of men who were being considered by the directors as possible candidates to fill existing vacancies. Following these discussions, the board met and elected the new members.

Mr. Stolkin's statement was similar, pointing out that the purchase of the Hughes stock was motivated by a "sincere confidence in the future of the motion picture business and the potential resources of RKO." He said his group's confidence in the investment of RKO's future had not diminished. Mr. Stolkin said the "feeling of responsibility impelled us to do everything within our power to reconstitute the board with stature, dignity and integrity." He added at the same time, the group felt that new board members should have to be familiar with RKO and its problems. He declared he was certain the men elected to the board would immediately focus their attention and effort on revitalization of RKO.

Prepare for Immediate Shooting on Five Films

Following the reconstitution of the board it was announced the company has begun preparations for the immediate filming at the studio of five productions for which scripts have been completed. Charles Boasberg, general sales manager, left New York for Hollywood to discuss production.

Pictures set to go before the cameras are: "Gambler Moon," which Edmund Grainger will produce with Robert Mitchum starring; "High Frontier," to be produced by Robert Sparks; "Size 12," in color by Technicolor, which Harriet Parsons will produce; "Sec-

ond Chance," to be produced by Sam Wiesensthal; "The Return of Zorro."

RKO this week also set its release schedule into mid-June, listing 25 pictures, four of them reissues. They are as follows: "Montana Belle," "Face to Face," "Captive Women," "The Bachelor and the Bobby Soxer," a reissue; "Bachelor Mother," reissue; "Blackbeard the Pirate," "Hans Christian Andersen," "Androcles and the Lion," "Never Wave at a Wac," "No Time for Flowers," "Peter Pan," "Angel Face," "Sword of Venus," "The Persuaders," "Night Without Stars," "Fort Apache," reissue; "Blood on the Moon," reissue; "Beautiful But Dangerous," "The Sea Around Us," "Port Sinister," "Sea Devils," "Mickey Mouse Birthday," "Below the Sahara," "Break-Up," "Split Second."

Minority Stockholders File Suit on Coast

In the United States District Court in Los Angeles Monday a suit was filed to recover more than \$1,000,000 in corporate losses allegedly suffered by the company due to "reckless abandon" with which financing assertedly was advanced to independent producers. The action was started by three minority stockholders—Eli B. and Marion B. Castleman and Louis Feuerman. The same three on November 13 applied in New York State Supreme Court for appointment of a temporary receiver for the company. A hearing on the show cause order against the company in that action was to be held Wednesday in New York, but was postponed to Friday.

In another legal development Frederick Levy, Jr., filed a suit in Superior Court in Santa Monica seeking \$37,500 in commissions allegedly earned in bringing about the sale of RKO to Mr. Stolkin.

Reorganization Plan Prepared by Gettinger

It was learned this week that a plan for the reorganization of RKO Pictures calling for the creation of a new studio policy, a new reissue company and the conversion of the present company into a distribution organization physically consolidated with some existing company, "like United Artists" has been prepared by Milton M. Gettinger, attorney, who sometimes represents the Chemical Bank and Trust Co. of New York.

Mr. Gettinger said he had been asked to prepare the plan by several groups interested in purchasing control of RKO.

Mr. Gettinger said he had asked Arthur Krim, president of United Artists, if he would be interested in the plan and received an affirmative answer. Mr. Krim is now in Europe. Other U.A. officials, however, said they knew nothing of the plan and had no interest in it.

OPERA COMES TO MAIN STREET via THEATRE TV

Reactions Varied; Gross Fair; Exhibitors Find Terms Are Too High

A milestone in the American entertainment industry was reached last week in the Metropolitan Opera's long-awaited national theatre telecast of "Carmen" from New York City. Now that the reports are in, it can be safely called an artistic success, although its box office record was something less than that. Less than a half-dozen of the 31 theatres in 27 cities which carried the program reported sellouts—the remainder reporting business fair to good.

Industry observers, however, were generally impressed with the results of the December 11 telecast which was, in fact, the first "live entertainment" theatre TV event in history. The audience for grand opera, while selective, was regarded as possessing more of the characteristics of what in the future will become the regular theatre TV public than the audiences made up heretofore of strictly fight fans.

The recurring complaint in last week's experiment was the cost of booking the attraction, which was called "too high." Some pointed out that even allowing for the additional 20 theatres which Theatre Network Television said were interested in the event but could not get it due to technical reasons, half of the TV-equipped theatres were not interested in the event.

They attributed this solely to the terms asked, which were a guaranty of 40 cents per seat against 50 per cent of the gross, whichever was higher. It was reported that half of this went to the Metropolitan and half to TNT. Estimated gross for the 31 theatres was in excess of \$100,000.

Reactions to the actual telecast were varied, although there was a unanimous wish expressed that it could have been in color. There were numerous criticisms of an indistinct picture, especially in the long shots, and excessive sound volume. Some exhibitors found the reception good on the whole and pointed out that TV, as a medium, simply won't accommodate crowd scenes such as the opera's massed chorus, even when on large screens.

City-By-City Reports On Telecast Result

The following is a comprehensive, city-by-city resume of exhibitors' experience in 17 cities.

ALBANY: Telecast drew an audience of 950 at the 1,500-seat Fabian Grand. Bad weather was thought to have held down sales. The house was scaled from \$1.20

ADMISSION SCALE FROM \$1.19 TO \$6

The most inexpensive ticket for the "Carmen" telecast from the stage of New York's Metropolitan Opera December 11 could have been purchased at Cincinnati's RKO Albee for \$1.19, including tax. Top at the house was \$3.59. The most expensive tickets across the nation were sold by the San Francisco and Chicago Telenews theatres, which charged \$6 for all seats. The 50th Street Guild theatre in New York originally asked \$7.20, but cut this to \$4.80 when sales lagged.

to \$3.60 and since the higher prices did not sell too well, the house may have been over-scaled. The picture was clear, but the sound was occasionally too loud.

BALTIMORE: Slightly more than half of the State theatre's 1,820 seats were filled and owner Frank Durkee reported that he just about broke even. Audience reaction was enthusiastic. Picture reception and sound were exceptionally clear.

BOSTON: The Pilgrim theatre, operated by American Theatres Corporation, was completely sold out for a gross of \$3,500. Prices at the 1,800-seat house ranged from \$3.60 to \$1.25. Edward S. Canter, treasurer and executive assistant to the president of the corporation, termed the event "a tremendous success" and said the company "will be very glad and happy to present more operas."

BUFFALO: The Center theatre reported a near sell-out for a gross of about \$3,500 at prices ranging from \$1.80 to \$2.80. As a telecast, the press called it "imaginative, dramatic and exciting," although it did not fully realize the potentialities of the medium.

CHICAGO: The Teleneus theatre had a virtual sellout with only a few seats in the back row of the balcony empty. The picture, when in close-up, and the sound were excellent. The house set something of a record with a ticket price of \$6 on all seats. In contrast with the Lees telecast, the opera program was said to be excellent visually in the closeups.

CINCINNATI: The telecast drew less than two-thirds capacity at the 3,300-seat RKO Albee. Audience reaction, excellent. Sound, perfect. The house was scaled from \$1.19 to \$3.59 for an estimated gross of \$3,300. The consensus of opinion among theatre men here, however, was that opera telecasts will not pay off.

CLEVELAND: The 3,500-seat Hippodrome reported an audience of 1,500 with

1,000 of these in the \$2.40 balcony and the rest in the \$3.60 orchestra. There was nobody in the \$1.25 upper balcony. Gross was approximately \$4,200. Manager Jack Silverthorne said that audience reaction justifies "occasional repeat presentations of TV operas selected for popular appeal."

DENVER: The 2,200-seat Paramount here reported a gross of \$3,300. The sound and close-up pictures were good. Seats were scaled from \$2.40 to \$4.80. John Wolfberg, general manager of Wolfberg Theatres, said he hoped the event would presage others, perhaps not all operas.

DETROIT: Some 2,500 people paid from \$1.20 to \$3.60 to see the telecast at the 3,500-seat Hollywood here. The picture was said to look like "a TV movie," but the sound was good. One exhibitor asked, "What opera fan wants to wind up with a permanent squint?"

KANSAS CITY: With seats scaled from \$1.22 to \$3.66, the 1,200-seat Ashland drew more than half its capacity. Regular opera goers and music lovers were enthusiastic over the performance.

LOS ANGELES: Just slightly less than sellouts were reported at Warner's Hollywood and the Los Angeles Orpheum despite the 5:30 p.m. starting time. Trade circles were uniformly favorable to the performance. Prices ranged from \$1.50 to \$3.60.

LYNN, MASS.: The 2,500-seat Paramount here reported a gross of approximately \$1,500, with seats scaled from \$1.25 to \$2.40.

MILWAUKEE: The gross at Standard's Riverside was reported "good," although bad weather cut into late ticket sales. House was scaled at \$3 top.

MINNEAPOLIS: A near capacity of 1,000 braved a snowstorm to attend the telecast at the Gopher here. Reaction was mixed with seats scaled from \$1.80 to \$3.60.

NEW YORK: Fabian's Fox in Brooklyn and the RKO Fordham in the Bronx found sales "fair" and "encouraging," respectively. The 50th Street Guild theatre reported a virtual sell-out of its 450 seats. These were lowered in price from \$7.20 to \$4.80 when the tickets failed to sell as quickly as anticipated.

OMAHA: A 50 per cent of capacity audience paid \$2,400 total to see the telecast at the 3,000-seat Orpheum here. House was scaled from \$1.20 to \$3.85. William Miskell, Tri-States district manager, was enthusiastic but said the season picked for the initial telecast was not good.

SAN FRANCISCO: The 400-seat Teleneus here was sold out at \$6 a seat. District manager John Parsons said the appeal is definitely limited, but out of 20,000 opera fans in the city, certainly 400 could be counted on to pay to see this type of entertainment, possibly about four times a year.

Terry Ramsaye Says

.....

ROMANTIC ASSIGNMENT—The intricate and excitingly fantastic week-to-week, sometimes day-to-day, sometimes hour-to-hour, developments in the current chapter of the affairs of RKO suggest that some competent writing-researcher might do a fascinating history of that corporation. He would need about three years of research, a year of writing, and might sell two thousand copies, of which a hundred or so would be read.

The story would start back there in 1905 when a real estate broker loaned an expoliceman \$800 to open a nickelodeon. Along the way would be the rise of exhibition and production, court wars no end, commercial adventures and all the chicanes of the pioneers. For picture titles one would find such as "The Birth of a Nation," "Damaged Goods," "Purity" and "Motherhood." Stars names from William S. Hart, Bessie Barriscale, Louise Glaum, on down to Allison & Lockwood, Mary Miles Minter, Charles Chaplin, and thence to Amos & Andy. For business figures and figure skaters there are names: Harry E. Aitken, John R. Freuler, James M. Sheldon, and such factors as Clark & Cornelius, the Robertson-Cole interest and an accidental million loan from Scotland, the stranding-in of institutions represented by B. F. Keith and of Martin Beck of vaudeville fame, some of Joseph P. Kennedy, an impact from David Sarnoff, "Roxy," "Deac" Aylesworth, and several between. Shreds, shards and remnants of many corporations have been absorbed, most famous of them the production assets of old Pathe.

In the many years there have been splashes of drama and melodrama, too. There was the wire tapping period, for instance, when several persons knew more about what was going on than the management. There was the gay romance of the telephone operator who was better as a stenographer, with a Hollywood sequel. There was the curious case of the officer who sued himself violently to tie up funds he did not want to account for to his partners. Also there is the significant basic theme of what, through all the perplexities and plots, have so kept the institution we call RKO alive and functioning. That brings in those many able persons, down the years and until now, who have contributed of their skills, and sincerity.

Everything that has happened in the motion picture industry has happened to what we call RKO—so far. It is a story of the vitality of an industry close to the people.

CENSORSHIP IS WHAT?—Testifying before a sub-committee of the House Interstate Commerce Committee, Paul A. Walker, chairman of the Federal Communications Commission, appears to have testified at one sitting that: 1—"The Government cannot and should not" censor radio and television programs. 2—He urged that licensing, which now covers broadcasting stations only, should be extended to networks, as protection of individual stations. 3—Radio and television advertising of hard liquor should be banned.

Translate that into an application to the individual newspaper, newspaper chains, and those news association networks, feature syndicates and such, and you have what?

~ ~ ~

TELEVISION has been boasting a 24-hour beat on the newsreels with film report on the Eisenhower visit to Korea. Examination of the pictures as delivered by television found them just barely competent to indicate that its cameras had been there. The pictorial quality was about at the level of those strange tracings conveyed by the early radio photos of painful memory. The televised pictures established only the fact of effort and communicated substantially nothing but unpleasant shadows with a confused violence of cast iron texture.

~ ~ ~

SCIENCE NOTE—"Ethel . . . Merman . . . is nothing less than a natural phenomenon, like a halo around the moon or Times Square at midnight," writes Walter Lang in the *New York Times*. That ecstatic effort is not definitive. We submit that such as Ava Gardiner, Rita Hayworth, Jane Russell and Marilyn Monroe are also very natural phenomena, good enough to be called super natural. None of them makes this observer think about a ring around the moon.

~ ~ ~

ONE QUADRILLION, that's a million millions, worlds exist on which life might have originated and survived, just in the so-called known universe, we have been told by Dr. Harold C. Urey, famed atomic scientist. One can wonder if any where out there they've solved any real problems, like for instance Arbitration. Better not wait to hear.

104 Republic Films Sold to WCBS-TV

A deal for 104 Republic features, most of them produced between 1945 and 1948, was disclosed this week in New York by WCBS-TV, key station of the CBS television network, and Hollywood Television Service, Inc., a completely owned subsidiary of Republic Pictures.

Estimates are that the deal, the largest ever negotiated directly between a motion picture company's TV subsidiary and a telecaster, involves about \$200,000. No picture in the package is a Western.

A spokesman for the network said similar deals with Hollywood Television Service are expected to be consummated for owned and operated CBS-TV stations and affiliated stations elsewhere in the country.

Included in the 104 films are musicals, comedies, adventure stories and mysteries.

Among them are: "Northwest Outpost," with Nelson Eddy; "Specter of the Rose," with Judith Anderson; "Casanova in Burlesque," Joe E. Brown; "Madonna's Secret," with Francis Lederer; and "Scotland Yard Investigator."

Arbitration Talks Held by Johnston

Moves toward reaching an understanding on the future of arbitration have been taken in a preliminary "off-the-record" meeting between exhibitor leaders and Eric Johnston, president of Motion Picture Association of America, with Joyce O'Hara and Ralph Hetzel, MPAA vice-presidents, sitting in, it was learned. The meetings were held in New York last Friday, with efforts made to withhold the nature of the talks. It was learned, however, that the parleys covered the general problems relating to arbitration, with no conclusions reached, nor were any future meetings scheduled.

Exhibitors at the meeting were Herman Levy, general counsel of Theatre Owners of America; Wilbur Snaper, president of Allied States Association, and Manny Frisch, head of Metropolitan Motion Picture Theatres Association, New York.

Canadian TV to Get Limited Private Help

TORONTO: Private enterprise is to be allowed to participate in TV in Canada on a limited basis. It will be allowed into areas which cannot now be served by the Canadian Broadcasting Corp., and thus the most profitable locations will be reserved for the government-owned network. Although a terrible howl has been set up by the private broadcasters because of the limitation, John J. Fitzgibbons, president of Famous Players Canadian Corp., took the position of supporting the CBC.

20th Century-Fox
has invested
\$100,000,000
in your
immediate
future!



Sensation Of The Industry!

Ernest Hemingway's
**"THE SNOWS OF
KILIMANJARO"**

Technicolor

starring

Gregory Peck
Susan Hayward-Ava Gardner

Produced by Darryl F. Zanuck
Directed by Henry King



*The Big Musical About
The Bad Girl Of Show Business!*

**"THE I DON'T
CARE GIRL"**

Technicolor

starring Mitzi Gaynor
David Wayne
Oscar Levant

Produced by George Jessel
Directed by Lloyd Bacon



SUSAN HAYWARD
CHARLTON HESTON
in IRVING STONE'S Best-Seller

**"THE PRESIDENT'S
LADY"**

with FAY Bainter

Produced by SOL C. SIEGEL
Directed by HENRY LEVIN
From the Novel by Irving Stone



Super-Tension!

"THE STEEL TRAP"

starring

Joseph Cotten and Teresa Wright

Written & Directed by Andrew Stone

A Bert E. Friedlob Production
Released by 20th Century-Fox



*3 Years In The Making!
Tens Of Thousands In The Cast!*

**"THE
THIEF OF VENICE"**

starring

Maria Montez
Paul Christian

A Robert Haggag Production
Released by 20th Century-Fox



*The Celebrated
Collier Magazine Story!*

"DESTINATION GOBI"

Technicolor

starring

RICHARD WIDMARK
DON TAYLOR

Produced by Stanley Rubin
Directed by Robert Wise



"T
co-st

Prod



The Fabulous Guys And Their Gals!

Damon Runyon's

"BLOODHOUNDS OF BROADWAY"

Technicolor
starring

Mitzi Gaynor · Scott Brady

Produced by George Jessel
Directed by Harmon Jones



*The Box-Office
Lift Of Your Life!*

"TAXI"

starring

Dan Dailey

Constance Smith

Produced by Samuel G. Engel
Directed by Gregory Ratoff



RICHARD BURTON in

"THE DESERT RATS"

starring JAMES MASON As Rommel
ROBERT NEWTON

Produced by Robert Jacks · Directed by Robert Wise



*The High-Water
Mark In Suspense!*

"NIAGARA"

Technicolor
starring

Marilyn Monroe · Joseph Cotten

Jean Peters

Produced by Charles Brackett
Directed by Henry Hathaway



*The Last Flaming Days Of
The Cree Rebellion!*

"PONY SOLDIER"

Technicolor
starring

Tyrone Power

with Cameron Mitchell and Thomas Gomez
Produced by Samuel G. Engel
Directed by Joseph M. Newman



You'll Be Delighted To meet...

"THE GIRL NEXT DOOR"

Technicolor

starring Dan Dailey · June Haver
Dennis Day

Produced by Robert Bassler
Directed by Richard Sale



because we look forward to the future with the optimism, faith and confidence which has made our industry great-

because you must be fortified with the kind of attractions which will meet the challenge of today's market-

because our plans are based on a roster of properties encompassing the magnitude, scope and variety to meet that challenge-

because Technicolor productions will constitute fully 50% of our releases during the first six months of 1953-

because we are bringing you big-league Technicolor musicals like **CALL ME MADAM**, **GENTLEMEN PREFER BLONDES**, **FARMER TAKES A WIFE**, **TONIGHT WE SING** and **STARS AND STRIPES FOREVER**.

SEE INSIDE PAGES FOR THE GREATEST



because world acclaimed best-sellers like MY COUSIN RACHEL, THE PRESIDENT'S LADY, THE SNOWS OF KILIMANJARO, WHITE WITCH DOCTOR, THE EGYPTIAN, and C.S. Forester's SAILOR OF THE KING have a pre-sold audience waiting.

because we have the resources, the will to win, the established technique and know-how based on showmanship experience learned in exhibitor ranks, and a distribution organization dedicated to the prosperity of our customers.

because as always, 20th will back you with the strongest, most extensive advertising, publicity and exploitation campaigns—with the superior brand of ingenuity which has always characterized our promotional efforts.



HIT ATTRACTIONS IN



HISTORY!

Motion Picture Herald—Dec. 20th, 1952

The Greatest Musical Show On Earth!

John Philip Sousa's
"STARS AND STRIPES FOREVER"

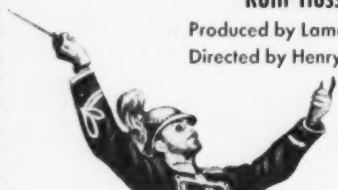
Technicolor
starring

CLIFTON WEBB • DEBRA PAGET • ROBERT WAGNER

Ruth Hussey

Produced by Lamar Trotti

Directed by Henry Koster



*The Musical That's
Bustin' Out All Over!*

**"THE FARMER
TAKES A WIFE"**

Technicolor
starring

BETTY GRABLE • DALE ROBERTSON

Thelma Ritter • John Carroll

Produced by Frank P. Rosenberg

Directed by Henry Levin

From the Stage Play by Frank B. Elser and Marc Connelly
Based on the Novel "Rome Haul" by Walter D. Edmonds



BETTE DAVIS

Brings A Woman's Heart And Soul To

"THE STAR"

co-starring

STERLING HAYDEN

Produced by Bert E. Friedlob

Directed by Stuart Heisler

A Bert E. Friedlob Production

Released through 20th Century-Fox



The All-Time, All-Star Musical Smash!

Irving Berlin's
"CALL ME MADAM"

Technicolor

starring Ethel Merman • Donald O'Connor

Vera-Ellen • George Sanders

Music and Lyrics by Irving Berlin

Produced by Sol C. Siegel

Directed by Walter Lang



*The Strangest Adventure
The Screen Has Ever Seen!*

**"TREASURE OF THE
GOLDEN CONDOR"**

Technicolor

starring Cornel Wilde

Constance Smith

Produced by Jules Buck

Directed by Delmer Daves

Based on a Novel by Edison Marshall



*Timely...Taut...
And Packed With TNT!*

**"MAN ON
A TIGHTROPE"**

starring

Fredric March • Gloria Grahame

Terry Moore • Cameron Mitchell

Adolphe Menjou

Produced by Robert Jacks

Directed by Elia Kazan



SI

Over 31,000,000 Readers
Are Waiting To See

OLIVIA de HAVILLAND

in Daphne du Maurier's

**"MY
COUSIN RACHEL"**

with

RICHARD BURTON

Produced by Nunnally Johnson

Directed by Henry Koster



World Premiere Soon...
Radio City Music Hall

**"TONIGHT
WE SING"**

Technicolor

starring EZIO PINZA • ROBERTA PETERS

TAMARA TOUMANOVA

ANNE BANCROFT • ISAAC STERN

BYRON PALMER • ^{The} Voice of JAN PEECE

DAVID WAYNE

Produced by George Jessel

Directed by Mitchell Leisen



*The Glory And The Fury
Of The West!*

"THE SILVER WHIP"

starring

Dale Robertson

Rory Calhoun

Robert Wagner

Produced by

Robert Bassler and Michael Abel

Directed by Harmon Jones



*Her Greatest Smash Since
"Duel In The Sun"!*

JENNIFER JONES
CHARLTON HESTON

KARL MALDEN

in

**"RUBY
GENTRY"**

Directed by King Vidor

A Bernhard-Vidor Presentation

Released by 20th Century-Fox



It Will Steal Your Heart!

"MY PAL GUS"

starring

Richard Widmark

Joanne Dru

Audrey Totter

George (Foghorn) Winslow

Produced by Stanley Rubin

Directed by Robert Parrish



The Screen's Big Tropical Musical!

**"DOWN AMONG
THE SHELTERING
PALMS"**

Technicolor

starring William Lundigan • Jane Greer • Mitzi

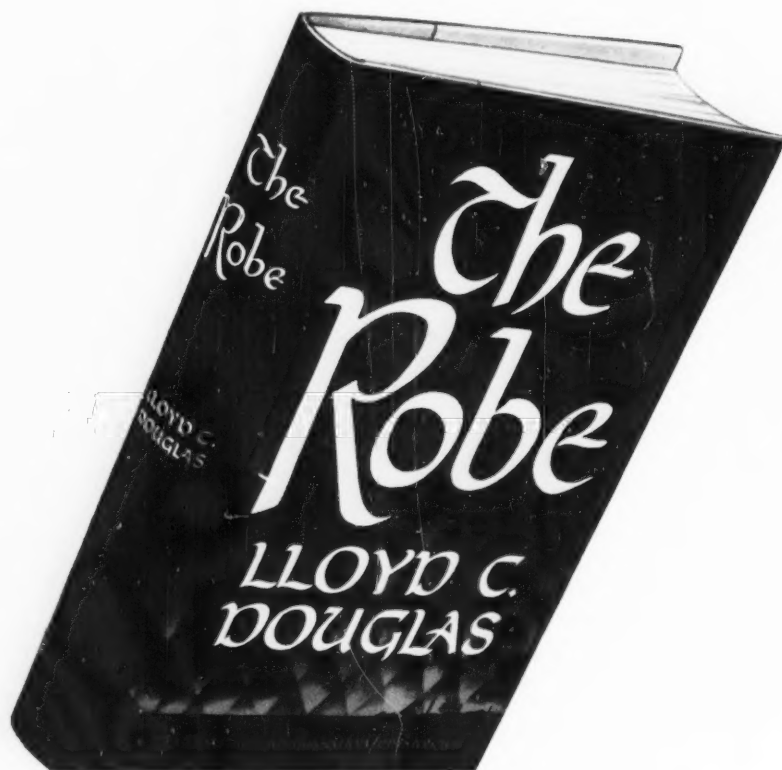
Gaynor • David Wayne • Gloria De Haven

Produced by Fred Kohlmar

Directed by Edmund Goulding



...and watch for...



Produced by
FRANK ROSS
Directed by
HENRY KOSTER
Screenplay by
PHILIP DUNNE

*now in production
color by Technicolor*

**IT WILL BE
THE GREATEST
BOXOFFICE
ATTRACTION
OF ALL TIME!**



*There's No Business Like **20**th Century-Fox Business!*

Green's Buy Of Fox Stock Lifts a Brow

Charles Green, New York appliance dealer who has specialized in several well-known proxy fights and campaigns against management in such companies as Twin City Rapid Transit and United Cigar Whelan Stores Corp., has confirmed his buying of 20th Century-Fox stock in the open market. The turnover of company stock last Friday on the New York Stock Exchange was 18,600 shares, closing at 14, a gain of three-quarters of a point on the day for a new high this year.

Mr. Green pointed out that he had been critical of company operations at the annual meeting of 20th Century-Fox stockholders at the home office last May but said his current buying of stock "is strictly as an investment."

However, Mr. Green's past activities in corporate relations suggest the possibility that he could be preparing to engage in a proxy fight for next year's annual meeting.

The cumulative voting method is used in 20th Century-Fox's board elections and if Mr. Green gained representation on the board he would be in a position to demand a voice in management, observers point out. His holdings of 20th-Fox stock are reported around 20,000 shares owned personally. However, it is believed he may control more than that, which would be voted his way in the event of a proxy fight.

Canada Steel De-Control Seen of Little Effect

TORONTO: Lifting of Government control over steel for what is termed non-essential building is not expected to have much effect on the building of theatres in Canada. It is explained that in most of the key cities there is already an over-seating problem, but where there were no theatres in a community, the Government granted permission for steel for construction. Officials of the major circuits said no building program is contemplated at present, with the only construction being renovation. Famous Players, particularly, is understood to be waiting what will happen to their proposed community antenna and Telemeter plans before making any additions.

Government Abandons Crescent Appeal

WASHINGTON: The Supreme Court Monday, acting on the motion of the Justice Department, agreed to dismiss the Department's appeal of a lower court ruling throwing out civil contempt charges against Crescent Amusement Co. The Justice Department motion came as a surprise since the high court already had agreed to hear the appeal and argument was expected early next year. Justice Department officials

COMPO REELECTS TRIO TO HEAD GROUP ANOTHER YEAR

CHICAGO: At its closing session here at the Blackstone Hotel last week the executive committee of the Council of Motion Picture Organizations unanimously reelected Truman T. Rembusch, Sam Pinanski and Al Lichtman as co-chairmen of the organization for another year, at the same time expressing enthusiastic approval of the triumvirate's conduct of affairs since last June.

Highlight of the two-day meeting was a report on the national tax repeal campaign committee, headed by H. A. Cole and Pat McGee. Declaring the first stage of the campaign—enlisting Senators and Congressmen to support repeal—has progressed most satisfactorily, the report said the next step called for information from distressed theatres, to be used by the committee in its argument before the House Ways and Means Committee.

Reporting on Movietime U.S.A. projects, Robert J. O'Donnell, national director, said that since the tours started a year ago, 330 Hollywood personalities had made 8,000 personal appearances in 1,500 towns and cities in nearly all of the 48 states. He urged that the tours be continued because of their great value. Mr. Rembusch, as

chairman of the finance committee, reported that nearly 14,000 exhibitors had paid their dues in the membership drive in August and September.

Approved by the executive committee was a budget including all estimated expenses for the tax campaign and a plan for a new series of shorts similar to the "Movies and You" series of a few years back. Because of the conflict of dates the Industry Round Table Conference in Hollywood, tentatively set for February 2-6, was postponed until April or May, depending on the needs of the tax campaign.

A committee report on a National Health Week project, which calls for theatres to collect funds for charities needing money for medical research, was accepted and referred to COMPO's constituent organization members with the proviso that if they approve the report a committee will be appointed to put the plan into effect. The Theatre Owners of Washington, Idaho and Alaska were admitted to membership and the membership committee was instructed to approach equipment manufacturers and other industries allied with the film industry to enlist them as members.

said they had decided to forget about contempt charges and instead concentrate on getting the Nashville District Court to toughen the original Crescent consent decree.

Fire Safety Films Are Listed by Underwriters

The National Board of Fire Underwriters has made public its new 1953 listing of 22 current fire prevention films that are being offered free of charge to community and civic organizations, fire department officials, church and school groups. The films, several in color, run from five to 20 minutes. All emphasize the need for increased fire prevention in the face of today's record annual loss of 11,000 lives and \$770,000,000 worth of property. Requests for the listing should be addressed to the National Board of Fire Underwriters, 85 John Street, New York 38, N. Y. Film bookings should be made through the National Board's film library of the Bureau of Communication Research, Inc., 13 East 37th Street, New York 17, N. Y.

Perlmutter Heads Variety

Jules Perlmutter, president of Perlmutter Theatres, is the new Variety Club of Albany chief barker. Other new officers are Leo Greenfield, first assistant; Alan Iselin, second assistant; George Schenck, property master. Aaron Wining is the organization's chief dough guy.

Reelect M. Mullin Head Of New England Group

Allied Theatres of New England this week at the annual meeting in Boston reelected Martin J. Mullin president. Samuel Pinanski, Charles E. Kurtzman, Ben Domingo, Al Somerby and Harry Feinstein were elected vice-presidents. Stanley Sumner was reelected treasurer. John J. Ford was reelected chairman of the board. Other members of the board are Walter A. Brown, Edward S. Canter, Theodore Fleisher, Winthrop S. Knox Jr., Joseph Liss and Phillip Smith. Frank C. Lydon is executive secretary. Mr. Pinanski, a member of the ruling triumvirate of COMPO, gave a complete report of its activities to date.

16mm Defendants Request Clarification of Charges

LOS ANGELES: Distribution defendants in the Government's 16mm anti-trust suit moved in Federal Court here this week to have the Department of Justice submit a more detailed statement of its anti-trust charges. Judge William Byrne will hear the petition December 29.

Board Cites "Quiet Man"

Republic's "The Quiet Man," an Argosy production directed by John Ford and starring John Wayne, this week was named the best film of 1952 by the National Board of Review of Motion Pictures.

U-I TO PRODUCE 36 NEXT YEAR

Majors Are Acquitted



THOSE WHO DIRECT the affairs of Universal-International, as they saw new product, exchanged views, and discussed present and future sales and advertising policies. From left to right are: Edward Muhl, vice-president and general manager of the studio; Alfred Daff, executive vice-president in charge of world-wide sales; Milton Rackmil, president; Charles J. Feldman, general sales manager; William Goetz, in charge of production; and David A. Lipton, vice-president in charge of advertising and publicity.

HOLLYWOOD—Universal-International will make 36 pictures, 26 of them in color by Technicolor, during the 1952-53 fiscal year ending next October, it was disclosed following a week of policy meetings at the studio.

In scope and importance, it was pointed out, the production program is one of the most ambitious ever undertaken by the company. The meetings were attended by Milton R. Rackmil, president; N. J. Blumberg, board chairman; William Goetz, in charge of production; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president and general manager; Charles J. Feldman, general sales manager; David A. Lipton, advertising and publicity vice-president, and sales executives from throughout the country.

One of Best Years

A statement said the 1951-52 fiscal year which ended a few weeks ago was one of the most successful in company history. Therefore plans for the coming year will follow closely the pattern set during the preceding 12 months.

Particular emphasis was placed on plans for "The Glenn Miller Story," with James Stewart portraying the orchestra leader.

Four of the pictures on the 1952-53 schedule, all in color by Technicolor, already are before the cameras. They are "The Golden Blade," starring Rock Hudson and Piper Laurie; "Prince of Bagdad," Victor Mature and Mari Blanchard; "East of Sumatra," Jeff Chandler and Marilyn Maxwell and "The Stand at Apache River," Stephen McNally and Julia Adams.

Other productions in color by Technicolor on the schedule include: "Walkin' My Baby Back Home," musical starring Donald O'Connor; "Bengal Rifle"; "Fort Laramie";

"Wings of the Hawk," starring Glenn Ford; "Outlaw Haven"; "King of the Wind"; "Port Royal"; "Devil's Canyon"; "The Long Hunters"; "Smoke Signal"; "Streets of Cairo"; "Men of Iron"; "Saskatchewan"; "Sun Mountain," and "Comanche Sky."

List Black and White Films

Black and white films are "You Belong to Me," starring Barbara Stanwyck and Richard Carlson; "Drifting," starring Tony Curtis, Joanne Dru and Lyle Bettger; "It Happens Every Thursday," starring Loretta Young and John Forsythe; "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde"; "Bonzo, Private Eye"; "The Man from Outer Space"; "All-American"; "Black Lagoon"; "Spin the Glass Web," and "Francis Joins the Wacs."

Associated Marks 20th Year of Shorts Series

The twentieth anniversary of its Canadian Cameo series of theatrical short subjects is being celebrated by Associated Screen Studios, Montreal. The Cameos are entirely Canadian in content. The only production lapse in the Cameo series was during World War II, when Gordon Sparling, director, went to war in charge of a section of the Canadian Army Film and Photo Unit in the European Theatre of Operations. The rate of production is eight annually.

RKO Acquires "Lost Hours"

RKO Radio Pictures has acquired the western hemisphere distribution rights to Julian Lesser's "The Lost Hours," a Tempean Film Production of Eros Films Ltd., produced in England by Robert S. Baker and Monty Berman.

PHILADELPHIA: The 10 film producing and distributing companies who were joined with the late Harry Fried in an anti-trust action involving the Bryn Mawr theatre, Bryn Mawr, Pa., in suburban Philadelphia, were acquitted by a jury in the U. S. District Court in Philadelphia last Saturday. According to counsel for the film companies, it was the first verdict by a jury in the Philadelphia district holding producers "not unreasonable" in the methods they employ to distribute films to neighborhood theatres.

The suit charging conspiracy was filed several months previous by Fannie E. Harrison owner of the Bryn Mawr. The house, now operated by the William Goldman Theatres, Philadelphia independent, was unable to obtain first run product, it was charged, to compete with other theatres in the neighborhood. It was claimed that the conspiracy gave film preferences to other houses owned by Harry Fried at the expense of the Bryn Mawr, which he was then operating. The other Fried houses are the Suburban, Ardmore, Pa.; Anthony Wayne, Wayne, Pa., and the Riant, Conshohocken, Pa. The plaintiff, represented by Harry N. Ball, of Philadelphia, sought treble damages of \$300,000.

Joined as defendants in the action were Paramount, Loew's, R.K.O., United Artists, Columbia, Universal, 20th Century-Fox, Warner Brothers and the Warner theatres circuit.

Fingold Takes Odeon Interest In National Theatre Services

Samuel Fingold has acquired Odeon Theatre of Canada interests in the National Theatre Services. He also dropped joint operation with Odeon of 16 Ontario houses. National Theatre Services operates 30 houses in that province.

Harvey Fingold and Ralph Dale have been appointed directors, replacing Odeon representatives. National Booking Company, subsidiary, in Toronto, will continue there under Lionel Lester, buying film for some 45 theatres. The changes take effect January 5, 1953.

Montague Gets Options For Columbia Stock

An option to acquire an aggregate 10,000 shares of Columbia Pictures common stock has been provisionally granted to Abe Montague, Columbia vice-president, the Securities and Exchange Commission was informed in New York this week. A similar option for 1,000 shares was reported for Gerald Rackett, supervisor of the company's film laboratory. The five-year Montague contract, the SEC was informed, sets the purchase price at \$12 per share and is exercisable at any time from Nov. 3, 1952 to Sept. 9, 1958.

Here's
YOUR
Key
for '53!



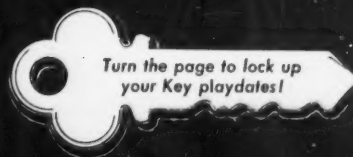
ALLIED ARTISTS

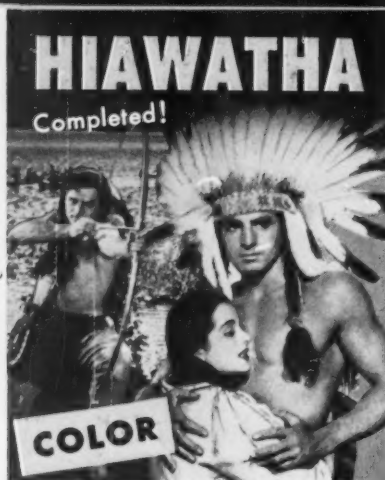
This key opens the door to a potent new source of top calibre boxoffice product.

The plans we announced for a new Allied Artists production policy have been fully realized. The proof is on film.

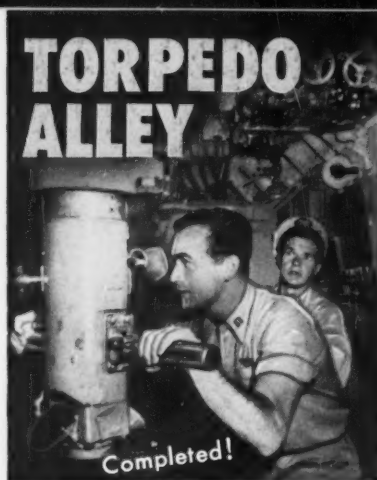
Right now, "FLAT TOP" is a sensation in every key city engagement against all kinds of competition. "BATTLE ZONE" is playing solidly in the nation's top theatres...and "HIAWATHA" is being set for similar bookings.

These pictures are only the beginning. Our complete Allied Artists program is on the following pages. We sincerely believe it will be your key to profits for 1953!





All the savage glory and battle fury of the greatest warrior of them all! The story that has thrilled millions of readers — filmed for the first time! A Walter Mirisch Production.



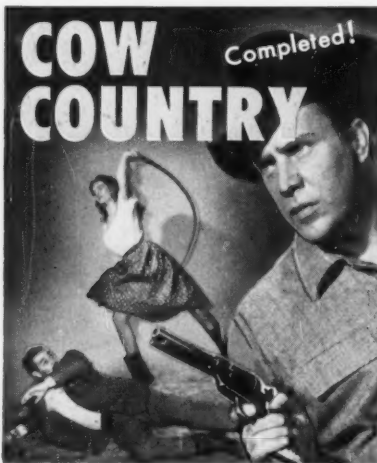
MARK STEVENS in the bomb-rocked saga of the Navy's deadly undersea corridor to Korea! Co-starring Dorothy Malone, Charles Winninger, Bill Williams. A Parsons-Burrows Production.



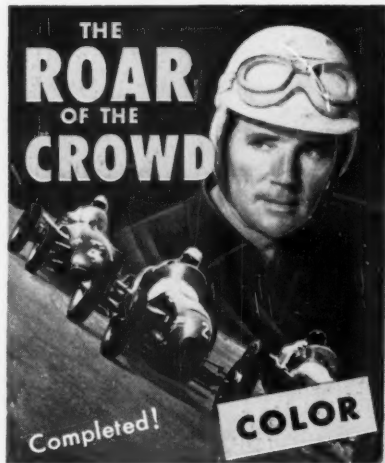
STERLING HAYDEN as the man who forged a path for the Iron Horse under the gunfire of Quantrill's raiders! Co-starring Eve Miller, Barton MacLane. A Walter Wanger Production.



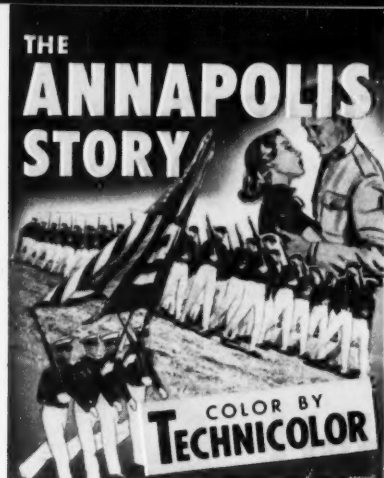
JAMES CRAIG in the spectacular epic of the Northwest Mounted Police . . . when a thin scarlet line faced the blood-stained hordes of Sitting Bull. A Walter Wanger Production.



EDMOND O'BRIEN tops all his terrific roles in this relentless story of rawhide courage, powder-scorched conflict and hot-blooded love. A Scott R. Dunlap Production.



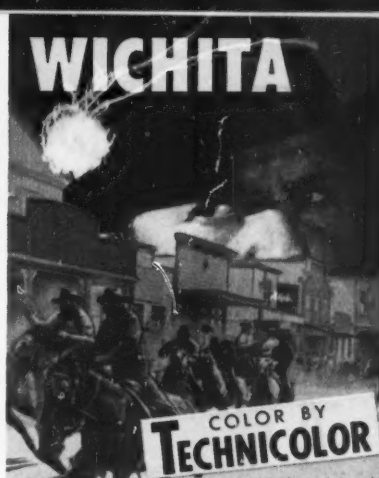
HOWARD DUFF in the super-charged inside drama of the nation's titanic death-defying spectacle — the Indianapolis speed classic! Record-smashing thrills filmed on the spot!



A red, white and blue parade of romance and action with the battling midshipmen! All the triumphs and traditions of the U. S. Naval Academy in a film destined for greatness!



RICHARD TODD, MERLE OBERON, LEO GENN
in a sensation-romance of the world-famed paradise of temptation! A glamorous woman recklessly gambling love, honor, life itself!

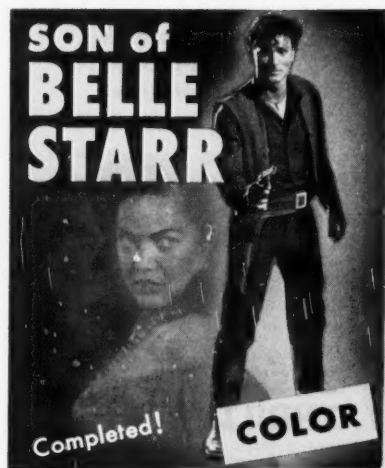


In preparation as one of 1953's biggest! Based on the life of Wyatt Earp, the gunfighter who tamed the worst of the bad men!

... the **KEY** to **NEW BOXOFFICE POWER!**



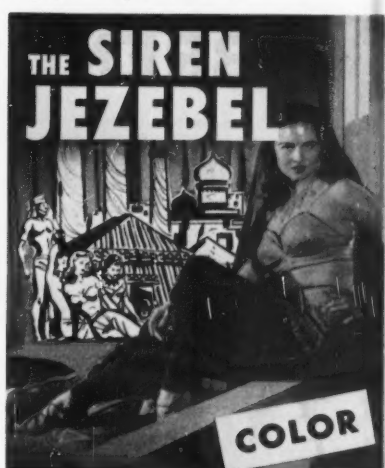
Thundering out of the tumultuous times of feudal conquest and knights in armor comes adventure mightily as its spectacular title!



"Belle Starr" spells "boxoffice" on marquees everywhere! This violent story of the bandit queen's terrifying heir is guaranteed to give you a new star discovery — Keith Larsen!



One of the great romantic adventures of all time! The Indian princess whose primitive love for Captain John Smith defied tribal vengeance! History's most amazing heroine!



Wickedest woman of all the ages! The temptress whose pagan passions made her name the symbol for all that is evil — Jezebel!

**KEY
SERIES NEXT**



...The **SERIES** That
Are Your **KEY**
BUSINESS BUILDERS!

4



BEST BUY On The Market! Bigger With Every Release!

starring

LEO GORCEY

featuring

HUNTZ HALL

with

THE BOWERY BOYS



2



King of African Adventures! Wild Animal Thrills!

BOMBA OF THE JUNGLE

starring

JOHNNY SHEFFIELD



4

starring

WILD BILL ELLIOTT

Blood-and-Guts Sagas of the Historic West!



2

starring

GEORGE BRENT



The Thrill-Beat of
Taut Melodrama!
The Heart-Beat of
Reckless Romance!

4

Raw, rugged stories of the
gunfighters of the badlands!

starring

WAYNE MORRIS



2

starring

STANLEY CLEMENTS

High-voltage action with the
sizzling Hot Rod generation!



2



JAMES OLIVER CURWOOD
Northwoods Adventures

starring

CHINOOK
The Wonder Dog
and Kirby Grant



2

SUSPENSE THRILLERS!

"HUNTED BY THE F.B.I."
"MURDER WITHOUT TEARS"

KEY Your Shorts Programs With Allied Artists' Hilarious **LITTLE RASCALS!**

New England Group Hits Price-Fixing

Foremost among the resolutions passed at the recent convention of the Independent Exhibitors of New England in Boston was one calling for the gathering of information on alleged distributors' price-fixing in the case of pre-releases.

"Such information," according to the resolution, "will be used for the prosecution of those distributors who insist on maintaining a policy of price-fixing, to the ultimate end of eliminating all such tactics on the part of distribution."

Meeting in conjunction with the Independent Exhibitors was the Drive-in Theatre Association, a subsidiary. The association agreed to meet in Boston January 27 to elect new officers and, at the same time, to discuss a possible cooperative radio and billboard campaign throughout New England on behalf of the drive-ins.

Predicts Two Films And 15 Theatres For Cinerama

Cinerama, the third dimensional effect process, will have two pictures and use 15 theatres during 1953, Dudley Roberts, Jr., president, said in New York this week. Its second feature will begin in five weeks or so under Louis B. Mayer's supervision. Theatres in Detroit, Los Angeles, and Chicago now are being chosen, he continued. In the latter city, the house will be Eitel's Palace. He added houses will be leased only. Alteration costs will be less than for the Broadway, New York: \$25,000-\$50,000 rather than \$75,000. Meanwhile, the Natural Vision third dimension feature, "Bwana Devil," in its third week at the two Paramount theatres in Los Angeles, and opened Tuesday in San Francisco, now has a Production Code seal.

Jersey Allied Approves National Body's Stand

National Allied's statement of policy regarding the association's withdrawal from intra-industry activities in order to devote itself to taxes and other problems has been approved by Allied Theatre Owners of New Jersey. At its membership meeting in Passaic last week the New Jersey unit also endorsed the national organization's stand on arbitration in rejecting the distributors' draft of a proposed system. The members also held a general discussion on film rentals and other trade matters.

Sherwood Signs With NBC

Pulitzer Prize playwright Robert E. Sherwood recently signed a contract with NBC calling for nine original one-hour plays to be delivered over a five-year period beginning January 1. Financial terms of the agreement were not disclosed.

People in The News

ARCHBOLD ROBINSON has been elected treasurer of Eastman-Kodak. He succeeds, MARION B. FOLSOM, who resigned as treasurer and a director.

JOSEPH SUGAR has been named branch manager of the home office contract and playdate department.

SAMUEL GOLDWYN will be honored December 22 by the City of Beverly Hills in recognition of his 40 years as an industry leader.

SENN LAWLER of Fox Midwest has been elected president of the Motion Picture Association of Greater Kansas City. J.

W. LEWIS was reelected first vice-president, and Stanley Durwood of Durwood Theatres second vice-president; WILLIAM GADDONI, secretary and Ed HARTMAN, treasurer.

LOU FRANKEL has joined the National Theatre Television Committee as assistant to S. H. FABIAN, chairman of the organization.

WALTER READE, JR. has been named to the executive board of Monmouth County Boy Scouts of America, and was appointed by MAYOR VINELAND of nearby Long Branch to head a special Christmas activity committee in that city.

Universal World Gross \$18,160,000 for 13 Weeks

WASHINGTON: Universal Pictures Company and subsidiaries reported to the Securities and Exchange Commission here this week, estimated consolidated world gross sales for the 13-week final fiscal quarter of 1952 ending November 1, of \$18,160,000.

In its report, Universal points out that excise taxes are not included in gross sales; that gross sales include gross revenue from foreign countries having exchange restrictions only to the extent that net earnings resulting therefrom have been or can be realized in U. S. dollars, regardless of the period or periods in which such gross revenue may have been earned in those foreign countries; and that gross sales are partly estimated.

Consolidated world gross sales of Universal Pictures Company and subsidiaries for the 14 weeks final fiscal quarter of 1951 were \$21,138,791. For the 52 weeks of 1952 ending Nov. 1, the estimated total was \$63,991,682 as compared with \$65,172,580 for the 53 weeks of 1951 fiscal year.

Italy Cuts Financial Aid To Domestic Producers

The Italian Government has decided to make a sharp cut in its financial aid to the country's motion picture industry, according to a report from Rome this week. The so-called "axe" committee, formed in 1948 of members of the Treasury and Parliament and charged with seeking reduction of budget expenditures, has approved a new formula which in effect lowers Government contributions to the film industry from \$9,000,000 to \$3,500,000. Half of the achieved economies will be used for defense purposes and the remainder for reducing the budget deficit. Current contributions to native production represent about 0.25 per cent of all Government expenditures. Since 1948 the Government has contributed about \$35,000,000 to the local film industry.

Ascap Sets New Rates

Ascap announced this week that several changes had been made in its contract covering the performance of Ascap music by means of recordings in conventional and drive-in motion picture theatres. J. M. Collins Ascap sales manager, said, "As a result of conferences which we have had with various theatre groups, we have made certain modifications in our schedule of rates for the performance of recordings in motion picture theatres. These changes mainly affect the smaller theatres and drive-ins. By adding an additional bracket to both schedules there has been effected a decrease in fees for the smaller type of drive-in and conventional theatre."

The schedules as changed are as follows:

Theatre Schedule	
Seating Capacity	Annual Rate
Up to 400	\$12.00
401 to 800	18.00
801 to 1,200	24.00
1,201 to 1,600	36.00
Over 1,600	48.00
Drive-In Schedule	
Automobile Capacity	Annual Rate
Up to 250 cars	\$24.00
251 to 500	36.00
501 to 700	48.00
Over 700	60.00

Mr. Collins said that many theatres and circuits have already signed contracts, and if they desire they can continue operating under their present contract for the first year of the agreement or they may execute a new contract embodying the new rates commencing as of January 1st, 1953.

The new rates represent reductions of approximately 25 per cent. The previous rates for regular theatres ranged from \$15 for theatres of 600 seats to \$48 for 1,600 seats. The drive-in range was from \$36 for installations of up to 350 cars to \$60 for those handling over 650 cars.

BRITISH COURT SLAPS QUOTA *Urges Film to Sell Screen*

In Dismissing Rank Action Judge Cites Failure to See Need of Quality

by PETER BURNUP

LONDON: The law courts here administered a sharp rap-over-the-knuckles to a Government Department when Sir Laurence Dunne, chief magistrate at Bow Street's historic police-court, dismissed the Board of Trade summons alleging that J. Arthur Rank's Haymarket Gaumont had defaulted on Quota in the 1950-51 year.

Sir Laurence also rated laurel bays from working theatre men for putting forward their case in regard to what they call the injustice of the "supporting programme" quota far more effectively than their own propagandists have done.

Says Product at Fault

As reported previously, it was admitted that the Gaumont had failed by 10 per cent to meet the prescribed quota but Rank's Circuits Management Association pleaded that the failure had arisen only because sufficient worthwhile British second-features were not available; that the theatre accordingly was entitled to a certificate of relief from the Board of Trade.

Lawyers and others sitting through the three-day proceedings were well aware that the Board of Trade's attorney felt himself—in the British idiom—to be batting on a damned bad wicket from the outset.

In his opinion dismissing the summons, Sir Laurence defined the Quota Act's phrase "commercially practicable" as something which must be considered as sound commercial practice. The assumption of the Act of Parliament, Sir Laurence said, was that there must be sufficient films of a proper character to supply the quota demand; otherwise the Gaumont was left with films repugnant to West End audiences and sound commercial practice demanded the showing of something else.

Were the Shop Windows

Special considerations applied to West End theatres. They were the shop windows of the proprietors, a valuable means of advertising the wares sold by the organization. The magistrate held that C.M.A. had proved to him that its failure to meet the quota at the Haymarket Gaumont was due to circumstances beyond its control.

But before adjourning, Sir Laurence said he was "disquieted" by the evidence of Sidney Golt, chief of the Board's Films Division. Mr. Golt said, declared the magistrate, that the Films Division had not been consulted as to the actual prosecution.

The Films Division chief had admitted under cross-examination: "We did not know

how many films were available; we did not know how many of these films had already been exhibited in the West End; we did not consider box office takings; we did not consider any question of profit; no one considered the character of the films; the Board of Trade did not consider the quality of them."

"Those were all matters," acidly commented the magistrate, "which I should have thought were absolutely vital and essential for close consideration before any such prosecution as this was launched."

Mr. Rank has earned the gratitude of exhibitors. Clearly a number of threatened quota prosecutions may well go now into the Board of Trade's ashcan. But, say showmen, more significantly, thanks to Rank making a fight of it, there'll be a speedy end to that detested 25 per cent second-feature quota.

Gaitskell Under Fire

Former Chancellor of the Exchequer Socialist Hugh Gaitskell and his advisers are coming under the intense fire of the Cinematograph Exhibitors' Association in connection with the Eady Plan and entertainment tax. Theatre men are saying bluntly that they were sold when they agreed under protest to the second year of Eady, which began in August 1951. They allege the Government overestimated the likely turn of box office business following seat price increases. According to Government estimates, the year's box office receipts would increase by £12,448,000. A report by CEA's accountants shows that the actual increase amounted to £6,978,000.

The only party to the Gaitskell deal who found the promise fulfilled were the producers. It was estimated that £1,918,000 would fall like manna to the Eady Pool. Actually, say CEA's accountants, £1,649,000 went to the pool, a mere quarter of a million below the estimate.



The J. Arthur Rank Organization announced plans this week for the filming next year of "Romeo and Juliet" in color by Technicolor in Italy. The production will be made jointly with the Italian company, Universaline, on location in Verona. Two different casts will be used to make Italian and English versions.



Sir Alexander Korda came to the rescue of the Government in one of its coronation plights. Because of the shortage of carriages of the proper type, Sir Alexander has loaned the Government two from his property department which will be used for the Prime Minister's carriage procession.

A feature picture, telling the story of the motion picture industry, was suggested this week as a public relations project by Maurice A. Bergman, executive of Universal Pictures, in a speech before the Association of Motion Picture Advertisers school in New York.

"It seems," said Mr. Bergman, "that we only use the screen for propaganda when we are faced with an emergency or else to assist other causes than our own." Another good public relations program, he said, would be the establishment of a school for the training and development of not only young talent, but of young executives and young administrators on an industry-wide basis."

The Universal executive cited as the industry's most conspicuous deficiency in public relations the "lack of a public relations fund" with which to maintain a consistent, well-organized program. This, he said, despite the fact that the industry invests about \$500,000,000 in the production of films and about \$3,000,000,000 in its plant and exhibition properties.

"There is nothing wrong with our public relations," he said, "but there is a lot missing."

Bronx Independent Files Clearance Trust Suit

The 1948 Holding Corporation and Nathan Steinberg, operating the Square theatre in Westchester Square, the Bronx, on Monday filed anti-trust action in New York under the state's Donnelly Act, naming as defendants five theatre companies, three distributors and three individuals. The plaintiffs ask an injunction and damages, allegedly resulting from the exclusion of the Square in a move-up of clearances in the area. Defendants are Loew's Parkchester Amusement Co., Number 26 Theatres, Inc., Skouras Theatres Corporation (operator of the Square until 1950), Metropolitan Playhouses, United Artists Theatre Circuit, Paramount, United Artists, George Skouras and Nicholas and Joseph M. Schenck.

Name 9 Companies in Mid West Trust Suit

KANSAS CITY: A \$1,500,000 damage suit was filed against nine companies here last week by Mrs. Mabel K. Carter, seeking triple damages under the anti-trust laws. Mrs. Carter operates theatres in Liberty and Sedalia. She alleges that the defendants attempted to monopolize showing of first-run pictures and engaged in a conspiracy to restrict and limit competition by keeping independent exhibitors, including herself, from getting the films. Defendants named are 20th Century-Fox, Wesco Theatres, Loew's Inc., Paramount, RKO Radio Pictures, Warner Brothers, United Artists, Columbia Pictures and Universal Film Exchanges.

*Oh man,
this really hits!*

Over 1000 spots
played and playing
and nothing but
smash, smash, smash
in every one!

They hold over,
they move over,
they're bowling
'em over with

**ALAN
LADD**

**VIRGINIA
MAYO**

IN WARNER BROS.

"THE IRON MISTRESS"



WITH JOSEPH CALLEIA • JAMES R. WEBB

SCREEN PLAY BY PAUL I. WELLMAN

FROM THE NOVEL BY

PRODUCED BY HENRY BLANKE

MUSIC BY MAX STEINER

DIRECTED BY GORDON DOUGLAS

COLOR BY
TECHNICOLOR



Hollywood Scene

by WILLIAM R. WEAVER
Hollywood Editor

FOR the past two or three years this modest space has been devoted upwards of half the time to recording the opinions of important picture personalities with respect to the present and probable future



Jim Morgan

relationship between the motion picture in the theatre and television in the home. This week it is devoted to the opinion of an important television personality with respect to the same subject. He is Jim Morgan, and he neither owes the motion picture anything nor seeks anything from it, having more television and radio shows on his hands than anybody.

Jim Morgan is the producer of "Queen for a Day," which generally is found topping its category in the trade ratings, also of "Lucky U Rancho," a relatively new show already close up on list, and he supervises 43 other television and radio shows, of all kinds, lengths and outlets, per week. He is president of the Hollywood Advertising Club, which you don't get to be unless you know what a budgetary dollar's about, and a director of Advertising Associates of the West, ditto of the Hollywood Chamber of Commerce.

By and large, the opinions of television and its impact expressed by picture people on this page over the past two or three years have ranged between scorn and panic. Jim Morgan neither scorns nor fears motion pictures. He thinks the entertainment world is big enough for both television and the motion picture to live in amiably and profitably. He says neighborly cooperation between the two media would be good for both, as each would benefit from an exchange of procedures and techniques without sacrifice of integrity.

Says Low TV Budgets Inspire Invention

"For example," says the TV producer, "some of the short cuts we have had to make in producing a low-budget television film—such as using a plain polaroid-camera picture of a set to guard against error in case of re-takes, instead of depending on a script girl's notations and memory—could be adopted with great saving by the picture studios. We are young in the producing

business, compared to the studios, and we have pennies to work with, compared to their dollars, but this compels us to be just that much more inventive and resourceful. We have borrowed so much from the motion picture studios that they are more than entitled to anything of value they can get from us."

Although most of the Morgan shows are telecast or broadcast live, he is of the belief that filming a show is the better method, generally speaking. "There is no producing method to equal the motion picture," he says. "The motion picture, in the beginning, beat out the stage because it could do the same job better. There never was as fine a way to tell a story as with the motion picture, and there isn't now. With a few notable exceptions, the preponderance of TV shows on the air today could be improved by motion picture producing methods. In time, I believe, they will be."

TWO of the six features started during the week are being filmed in Technicolor (which last week declared its fourth 50-cent per share dividend of the year, an earnings performance proving again, for whatever doubters there may be, that economic life in show business need not be a boom-and-bust existence).

Eskay Pictures is producing "The Conquest of Cochise" in color by Technicolor for Columbia release. Sam Katzman is producer, William Castle, director, and the cast is headed by John Hodiak, Robert Stack and Joy Page.

Cagney Productions is filming "A Lion in the Streets," Technicolor, for Warner release, with William Cagney as producer, Raoul Walsh as director, and with James Cagney, Barbara Hale, Ann Francis, Lon Chaney and Frank McHugh in the cast.

In addition to "Conquest of Cochise," and also for Columbia release, Sam Katzman is producing "Forty-nine Men," directed by Fred Sears, with John Ireland, Richard Denning and Suzanne Dalbert.

"Jalopy" is a Ben Schwab undertaking for Allied Artists, with William Beaudine directing Leo Gorcey, Huntz Hall, Jane Easton and others.

Aubrey Wisberg and Jack Pollexfen, independents, are co-producers and co-directors of "China Gold," which has John Archer, Hillary Brooke and Noel Cravat in the cast, and are co-producers of "The Neanderthal Man," directed by E. A. DuPont, with Richard Crane, Robert Shayne and Doris Merrick heading the player lineup.

THIS WEEK IN PRODUCTION:

STARTED (6)

ALLIED ARTISTS

Jalopy

COLUMBIA

Conquest of Cochise (Eskay Pictures, Technicolor)
Forty-Nine Men

INDEPENDENT

A Lion Is in the Streets (Cagney

Prod., Warner Bros. release, Technicolor)

China Gold (Wisberg-Pollexfen Prod.)

The Neanderthal Man (Wisberg-Pollexfen Prod.)

COMPLETED (7)

INDEPENDENT

The Sword and the Rose (Disney British, Technicolor)

MGM

A Slight Case of Larceny
Give a Girl a Break (Technicolor)

PARAMOUNT

Arrowhead (Technicolor)
Little Boy Lost

20TH CENTURY-FOX
Nearer My God to Thee

WARNER BROS.

The System

SHOOTING (28)

INDEPENDENT

My Dad, J. R. (Hal Makelim Prod.)

Cairo (Eros Films, Lippert release, Italy)

Harness Bull (Sequoia Prod.)

The Blue Gardenia (Alex Gottlieb Prod., Warner Bros. release)

Spaceways (Exclusive Films, London, Lippert release)

Rough Shoot (London, United Artists release)

Main Street to Broadway (Cinema Prod., MGM release)

Melba (Horizon Pict., U.A. release, Technicolor)

MGM

Latin Lovers (Technicolor)

Mogambo (Technicolor)

The Band Wagon (Technicolor)

Invitation to the Dance (Technicolor)

PARAMOUNT

Untitled Comedy
Here Come the Girls (Technicolor)

REPUBLIC

City That Never Sleeps
A Perilous Voyage

20TH CENTURY-FOX
White Witch Doctor (Technicolor)

Gentlemen Prefer Blondes (Technicolor)

Fight Town (Technicolor, formerly Untitled Western)

Desert Rats
Sailor of the King (formerly "Single Handed")

UNIVERSAL-INT'L

The Stand at Apache River (Technicolor)

Prince of Bagdad (Technicolor)

East of Sumatra (Technicolor)

The Golden Blade (Technicolor)

WARNER BROS.

Grace Moore Story (Technicolor)

The City Is Dark
Plunder of the Sun (Wayne-Fellows Prod.)

To Produce "Casanova"

"The Life of Casanova," announced as an important picture on Columbia's program for 1953, has been handed to William Fadiman as his first production assignment under the supervision of Jerry Wald, executive producer. The film will go into production sometime next year.



Dear Esther Williams:

It couldn't have happened to a nicer person. You've got another great big HIT! Wish you could take a plane to New York and see those gay crowds at Radio City Music Hall enjoying every Technicolorful minute of your wonderful "Million Dollar Mermaid." Congratulations, Esther and thanks too for your enthusiastic cooperation in helping us to promote your pictures to the public. Soon "Million Dollar Mermaid" will open in hundreds of cities to delight the holiday crowds. We're sure that both the exhibitors and their patrons join us in saying Merry Christmas, Happy New Year to you.

Sincerely,

Leo  ← my paw

Reorganize Foreign Unit Of MPAA

Reorganization of the Motion Picture Association of America's international division and the resignation, effective immediately, of John G. McCarthy, managing director of the division, were announced in New York last week by Eric Johnston, MPAA president, at a board meeting.

The reorganization, said Mr. Johnston, was designed to step up operations in the foreign field and to allow the association to deal more effectively with the constantly increasing problems of the industry's overseas activities. Concerning Mr. McCarthy's move, it was stated he had several new affiliations under consideration and that he would announce his plans after a vacation.

Under the new association set-up, Ralph D. Hetzel, Jr., will serve directly under Mr. Johnston in New York in the conduct of foreign business. Joyce O'Hara will handle contacts with the State Department and foreign embassies in Washington. Also being set up are three geographical divisions—the Western Hemisphere, Asia, and Europe and Africa—responsibility for each of which will be assigned to a representative in the New York headquarters. Mr. Johnston will personally take over active direction of all the association's international affairs.

Mr. Hetzel in addition to his over-all duties, will be in acting charge of the European-African desk, with George R. Canty as assistant director. Robert J. Corkery will handle the Western Hemisphere desk. The head of the Asiatic desk still is to be named. To keep the association currently abreast of economic developments in different countries, Mr. Johnston assigned G. Griffith Johnson, association economist, to devote his time to international affairs.

New Disney Shorts Series to Be Released

RKO Radio Pictures will distribute a new series of Walt Disney pictorial featurettes on out-of-the-ordinary people and places, it was announced by Sidney Kramer, short subjects sales manager. The first issue, "The Alaskan Eskimo," is completed, and its release date will be fixed shortly. The new series, which will deal with little-known and out-of-the-ordinary people and places throughout the world, will have no established releasing schedule, nor will it have any pre-determined number of issues.

Technicolor Dividend 50 Cents

The board of directors of Technicolor, Inc., at a meeting held in New York December 11, declared a dividend of 50 cents per share payable December 30, 1952, to stockholders of record at the close of business on December 19. This will be the fourth dividend of 50 cents per share paid by Technicolor, Inc., in 1952.

Appeal on N. Y. Censor Ruling Due Jan. 5

ALBANY: January 7 has been tentatively set by the Court of Appeals here for argument in the "La Ronde" appeal and for a screening which the seven judges will witness. This action was taken after Florence Perlow Shientas, attorney for Commercial Pictures, distributor of the French-made film, filed the printed record and a brief.

The attorney urged the State's highest tribunal to overrule the 3-2 decision of the Appellate division, announced last May, which supported the Regent's ruling that the picture was "immoral and tended to corrupt morals" within the meaning of Section 122 of the Education Law.

Dr. Charles A. Brind, Jr., counsel for the Regents, will file an answering brief before January 5. The case is eventually expected to reach the United States Supreme Court.

New York Censor Counsel Notes Foreign Film Percentage

The motion picture industry cannot be said to have "cleaned house" when 50 per cent of the films submitted to the New York censors are from abroad or from "fly by night" companies not subscribing to the Production Code. This is what Dr. Charles Brind, Jr., counsel to the New York State Education Department motion picture division, told an upstate audience last weekend.

He reviewed the "La Ronde" and "The Miracle" situations, and added, of the latter, that much of the objection came from non-Catholics. He believes chaos will occur if censorship is invalidated and that although the Department is not authorized to examine "propaganda" films, it may have power under the Feinberg law allowing it to scrutinize and reject subversive teaching. He also feels television, creating many problems, is governable through Federal licensing.

United Artists Opens Six Booking Offices

United Artists has opened six new booking offices in key cities throughout the country, according to William J. Heineman, vice-president in charge of distribution. The new offices are in Des Moines, Jacksonville, Fla., Memphis, Oklahoma City, Portland, Ore., and Albany, N. Y.

The Des Moines office, with Dorothy Pobst as booker, is at 1110 High Street and will function under the jurisdiction of the Omaha exchange. The Jacksonville office, under the Atlanta exchange, is at 414 Masonic Temple Building and has Orville Ray, Jr., as booker. The Memphis office, under the St. Louis exchange, is at 408 South Second Street and has Katharine Randall as booker. Wanda McClain is the booker at the Oklahoma City office, 18½ North Lee Street, which is under the Dallas exchange. The Portland office, under the Seattle exchange, is at 1816 N. W. Keaney—and the Albany office is at 443 North Pearl Street.

See No Good In TV, Radio Censorship

WASHINGTON: A House investigating committee said this week it thought Congress could, if necessary, enact Federal censorship of radio and television broadcasting, but that no good might come from such legislation.

The conclusion came from a House Commerce sub-committee headed by Rep. Harris (D., Ark.), which has been investigating the moral standards of radio and TV programs. The sub-committee held extensive hearings from June through December, and then issued its final report.

The report said the question had been raised whether Congress could legislate in this field. Quoting from the Supreme Court decision in "The Miracle" motion picture censorship case, the sub-committee said the court had clearly found that under some circumstances some form of community control over films was constitutional and that the same thought could be applied to broadcasting.


"The sub-committee believes, however, that the potential evils inherent in such Governmental controls might be even greater than the evils that such controls might be designed to remedy," the report stated. "Furthermore, the sub-committee feels that there appears to be no good reason why such controls should be imposed at this time before the industry has had an opportunity to explore fully whether effective self-regulation is feasible."

Name Loew's, Paramount In Indianapolis Action

INDIANAPOLIS: A \$300,000 suit against Loew's, Inc., and Paramount, charging "unreasonable and illegal" control of distribution channels, has been filed in Federal court here by the Central Avenue Theatre Corp. First and subsequent run policies constitute restraint of trade, according to the action taken on behalf of the Zaring theatre, north side neighborhood house, by Mannie Marcus, president of Central. A similar suit for \$500,000 filed in 1949 was dropped after reaching an understanding with Paramount and Loew's, according to Mr. Marcus. They have subsequently refused to honor the 1949 agreement, he charged. It also complained against first subsequent runs given the Uptown and St. Clair theatres, the Zaring's neighborhood competitors.

Head Indiana Theatre

Louis Davis, general manager of the Vernon theatre, Mt. Vernon, Ind., has announced the appointment of Gilbert Skelton and John Yaggi as joint resident managers of the local house, succeeding Cos Oier, who resigned to join the *Evansville Courier-Press*, in Evansville, Ind.



Something Wonderful Happened to — Martin Quigley...

QUIGLEY PUBLISHING COMPANY, INC.

ROCKEFELLER CENTER

NEW YORK

OFFICE OF THE PRESIDENT

MOTION PICTURE HERALD
MOTION PICTURE DAILY
BETTER THEATRES
THEATRE SALES
MOTION PICTURE ALMANAC
FAME

November 25, 1952

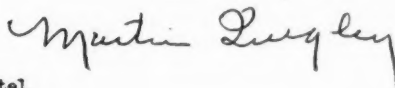
Dear Sam:

As a long-time admirer of the art and showmanship of Samuel Goldwyn, I am delighted to seize this first moment of a new business day to express pleasure and gratification over my happy experience last evening in seeing "Hans Christian Andersen."

I feel a deep sense of obligation to you for this rare experience—an obligation which I believe I shall eventually be sharing with countless millions of people the whole world over.

"Hans Christian Andersen," as you have brought the subject to the screen, is, in my opinion, a living, vibrant work of art—an achievement of classic significance in its beauty, melody, humor, movement and sentiment. It represents to me the Screen in the full bloom of the maturity of the art. This production alone would insure for its producer a permanent place in the hall of fame of theatrical entertainment.

Yours sincerely,



Mr. Samuel Goldwyn
Sherry Netherland Hotel
Fifth Avenue at 59th Street
New York, New York



Hans Christian Andersen

Color by TECHNICOLOR

The National Spotlight

ALBANY

The main buzz in local industry circles concerns the Fabian purchase of Warner Theatres and the effect in Albany, Troy and Utica, where WB operate nine theatres. Charles A. Smakwitz, Warner zone manager, and Saul J. Ullman, upstate general manager for Fabian, have been quoted as saying the New York announcement came as a surprise to them, although rumors that Fabian might take over Warner operations hereabouts had been recurrently heard for two years. . . . Attending a Ten Eyck Hotel luncheon for Julie Dorsey, who arrived to advertise "Million Dollar Mermaid" opening at the Palace Dec. 24, were: Jack Goldberg, Metro branch manager; Arthur Canton, Eastern MGM field director; Joe Saperstein, Fabian buyer-booker; Alex Sayles, Palace manager; Con Heffernan, *Times-Union* city manager and others.

ATLANTA

Dorothy McCrome, secretary to Jimmy Harrison, of the Wilby Theatres, back at her desk after an automobile accident. . . . Arthur C. Bromberg, president Monogram Southern Exchanges, back in Atlanta after visiting his brother in Birmingham, Ala. who is ill. . . . Locke Crumley, for many years manager of the Matanzas theatre, St. Augustine, Fla., has resigned from the company. William Duggan, formerly in Gainesville, Fla. appointed as new manager. . . . Georgia Theatres has taken over the "41" drive-in theatre, Macon, Ga. . . . Curry Andrews, has been appointed as manager of the Joy-Lan drive-in in Dade City, Fla., a unit of the Floyd Theatres. . . . Martin Theatres of Columbus, Ga. has added two more theatres to their list. This time the Ritz and Gem theatres, Marianna, Fla. . . . The Selmer Amusement Co. of Selmer, Tenn., will soon start work on a 400-car drive-in there. . . . E. Roche of Vernon, Fla. has taken over half-interest of R. L. Gilbert of the Starlight drive-in at Chipley, Fla. . . . Louis Ram, theatre owner in Aiken, S. C. died in Charlotte of a heart attack.

BALTIMORE

Ed Kimple is now managing the Leader theatre for the Romic Circuit. . . . Sam Ward, Royal theatre, was ill in Maryland General Hospital. . . . The following have been elected officers and board members of the operators' union Local 181: Louis Sieber, president; Wilbur George, Hal Braswell, Edward Eich, vice-presidents; Thomas P. Finn, financial secretary; Carol Bayne, business agent; Chester Towers, recording secretary; Charles Grauling, William Lange, Jr., and Arthur Eich, trustees; Charles Spellman and Ned Isbeck, wage scale committee. . . . Raynor Stewart, Stanley theatre relief projectionist, ill. James H. Pollock was elected chief barker of the Variety Club

tent and the following were elected to the board: I. M. Rappaport, Milton Schwaber, Earl Lewis, George Ritch, J. Walderman, L. Becker, John Voltz, Aaron Seidler, Cy Bloom and Fred Sapperstein. Barry Goldman, retiring Chief Barker continues to serve in an ex-officio capacity. . . . The letter-writing contest sponsored by the Variety Club has had the deadline for entries extended to January 15.

BOSTON

At the banquet of the Independent Exhibitors convention, Arthur Lockwood, a head table guest, announced that the 1932 Jimmy Fund drive will in all probability equal or perhaps exceed the \$359,000 that was raised in 1931. Claude Lee of Motion Picture Advertising Service pinch hit at the last moment as emcee. . . . Nancy Glaser, assistant to Karl Fasick in the publicity department of Loew's Boston theatres, was married recently to George Katz of Boston and has resigned. Her place has been taken by Stephanie Wagner of New Jersey, a former radio publicist in New York. . . . Bob McNulty, Warwick theatre, Marblehead, is back on the job on a part-time basis after surgery.

WHEN AND WHERE

January 11: Caravan committee meeting, Allied States Association, Jung Hotel, New Orleans.

January 12-13: Annual board of directors meeting, Allied States Association, Jung Hotel, New Orleans.

January 13-14: Annual convention, Allied Theatre Owners of Gulf States, Jung Hotel, New Orleans.

January 25-27: Annual mid-winter meeting, executive committee and board of directors, Theatre Owners of America, New York City.

February 23-25: Annual convention, Allied Independent Theatre Owners of Oklahoma, Biltmore Hotel, Oklahoma City.

March 4: Drive-in operators' meeting, sponsored by the Kansas Missouri Theatre Association, Kansas City, Mo.

March 24-26: National drive-in convention and annual convention, Allied Theatre Owners of Wisconsin, Schroeder Hotel, Milwaukee.

April 7-8: Annual convention, Independent Theatre Owners of Ohio, Desher-Wallick Hotel, Columbus.

BUFFALO

Jack Goldstein, sales manager of the Buffalo National Screen branch, is back from a trip through the Southern Tier with the information that theatres in such towns as Jamestown, Olean, Salamanca, Dunkirk, etc., have had business cut about 30 per cent since the powerful new WBEN-TV antenna at Colder has gone into operation. . . . The Astor will open January 1 in Syracuse with bingo at \$1.50 admission. . . . Mike Carr has taken over the State theatre in Caledonia. . . . Leon Herman and his staff at Republic had their annual Xmas party last Monday afternoon. . . . Ed DeBerry and the Paramount staff put on their Yuletide celebration Monday night. . . . A large crowd of industrialites attended the buffet supper to celebrate the opening of the Perkins Theatre Supply Company, Inc. new show room. . . . Noted at the annual Xmas party of Buffalo Court 22, Royal Order of Jesters, were George Gammel, president of the MPTO of N. Y., western New York Zone and Charles B. Taylor, associate general manager, UPT, Buffalo and Rochester.

CHICAGO

Joe Kaufman of Cinerama was in town here during the week to handle signing of the contracts and laying of groundwork for installation of Cinerama at Eitel's Palace. . . . Lena Sena has been appointed assistant manager of the Four Star theatre, gaining the distinction of being one of the few women serving in this capacity in Chicago. Shooting is under way on "The City That Never Sleeps," being made on the spot here in Chicago. The B. & K. Valencia in suburban Evanston is running a "Yuletide Film Festival." . . . John Humanik of the McVickers is back to work after spending several months in Ohio, where his wife was laid up in a hospital after an automobile accident on their honeymoon. . . . Jack Kirsch, president of Allied of Illinois, has been elected a director of the People's National Bank. . . . The Park, which was having a battle getting permission from Republic to hold their print of "The Quiet Man," now is in its sixth week with the picture.

CINCINNATI

For the first time in many years, buying, booking and entire operating supervision of the Ohio theatres in the RKO midwest division will be centered here, under the supervision of Jerome J. Shimbach, division manager, with offices in the RKO Albee Theatre. Heretofore, the major portion of the buying and booking has been handled out of New York. . . . The 1,400-seat RKO Lyric theatre, located in a multiple story store and office building, an old downtown landmark, has been closed, preparatory to

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the razing of the building. . . . Four out of the six local first run houses are currently playing double features, which is unusual for this situation. . . . Wives of Cincinnati Variety Club members will hold a holiday party for local kiddies December 28 in the club's quarters. . . . The National, local suburban house, in operation for more than 40 years by Mrs. E. L. Shakespears, has been closed because of declining attendance. . . . Local houses, although experiencing the traditional holiday attendance slump, still are maintaining good box office figures.

CLEVELAND

Debra Paget here to promote "Stars and Stripes Forever" was met at the Airport by group of local U. S. Marines in dress uniform who escorted her to a Carter Hotel Press-Radio-Marine luncheon hosted by 20th-Fox branch manager I. J. Schmertz and emceed by Hippodrome manager Jack Silverthorne. . . . Henry Greenberger, Community Circuit official, was reelected Variety Club chief Barker. First assistant Barker is Jack Silverthorne, and second assistant is Jerome Wechsler. I. J. Schmertz and Leonard Greenberger were reelected dough guy and property man, respectively. New board of directors consists of the officers and Irwin Pollard, Nat Barach, Irwin Shenker, M. B. Horwitz, Sanford Leavitt, Oscar Ruby, Milton Grant, Marshall Fine, Abe Kramer and Max Mink. . . . A coffee lounge is being introduced at the Mayland theatre by manager Jack Essick as a public relations experiment. . . . Belle theatre, Belfontaine, closed the past year, re-opened Dec. 13 under the direction of Homer Snook, head of Midwest Theatre Supply Company of Cincinnati and A. F. Carnes, former Schine theatre manager.

COLUMBUS

Despite the pre-Christmas slump, "The Quiet Man" went into a second week at RKO Grand after a first week at RKO Palace and "The Promoter" had a third week at the World. . . . Robert Wile, ITOO secretary, said in a recent bulletin to members that the free admission policy at the Little "may possibly be only a temporary success." He admitted, however, that there has been "no appreciable decline" in the fourth week of the plan. . . . Crosley television station WLW-C will move to Channel 4 and will have a boost in power. . . . FCC gave permission to the Southeastern Ohio Television System to operate a TV station on Channel 50 at Zanesville, Ohio. . . . Attorneys for Lancaster, Ohio theatres told city council that two of the four remaining theatres "will barely break even" this year because of federal and city admission taxes. One theatre has closed in recent years in Lancaster. Attorneys asked council to repeal the city's three per cent admission tax.

DENVER

Carl Benefield and A. L. Shields are the owners of the new 600-seat Bronco, Clayton, N. M., to open about Feb. 1. . . . Mr. and Mrs. Gene Gerbase, he's Republic branch manager, will Christmas in Billings, Mont., at the home of their son Claude. . . . J. R. Grainger, Republic vice-president in charge of sales, was in. . . . Lynn Fetz, manager of the Denver Shipping and Inspection Bu-

NEW ASSISTANT



William D. Eller is the newly named assistant manager of the Paramount theatre in Buffalo, succeeding Malvin Warshaw, who was promoted to manager of the Paramount in Phoenix, Arizona. A newcomer to the exhibition field, Mr. Eller is a veteran of two years' service with the Armed Forces and a graduate of Cornell University. Edward Miller is manager of the Buffalo Paramount.

reau, is back at work after being in a hospital and recuperating at home following an auto accident. . . . B. J. McCarthy, Realart branch manager, goes to Salt Lake City on business, then to Los Angeles to visit his daughter over Christmas. . . . Wm. Cahill, film salesman, has returned to Universal after an absence of a few months. . . . Don Davis, district sales manager for RCA, was in from his Kansas City headquarters.

DES MOINES

Percy Long, 51, widely-known theatre manager, died in Webster City following an illness of six months. Mr. Long had been secretary of the Webster City Chamber of Commerce for three years prior to his death. Before that he operated the Webster, Isis and Corral theatres in Webster City for the Pioneer Theatre Corp. . . . Plans for an outdoor theatre to be located in the vicinity of Decorah were announced by Hod Engbertson, owner of Decorah theatres. The theatre is expected to cost around \$50,000. . . . Myron Blank, president of the Central States Theatre Corp., has been elected president of the Greater Des Moines committee, a group devoted to the promotion of the city of Des Moines. . . . Two Filmrow managers attended recent conferences in Chicago: Paul Webster of Republic and Byron Shapiro of Columbia. . . . Shirley Guffey is the new office manager's secretary at RKO. . . . Fern Bitting, Warners, has been away from her desk due to illness.

HARTFORD

U-I's "The Promoter" was held for a third week by the Hartford Theatre Circuit, moving over from the Art to the Colonial for the third week's run. . . . Edgar A. Lynch, formerly manager of the Warner

circuit's first-run New Haven house, the Roger Sherman, is now managing the Warner Beverly Hills Theatre, Beverly Hills, Calif. . . . Mrs. Estelle Parker O'Toole, formerly secretary to Henry L. Needles, Hartford division manager, Warner Bros. Theatres, has returned to her Wethersfield, Conn., home, following extended stay at Cedarcrest Sanatorium, Newton, Conn. . . . Harry Feinstein, New England zone manager, Warner Bros. Theatres, and Mrs. Feinstein, are marking their 11th wedding anniversary. . . . Hartford Visitors: David Lustig, exploitation department, Columbia Pictures, New York; John McGrail, exploitation department, U-I, Boston. . . . Majority of Connecticut's drive-in situations have shuttered for the Winter, with only a few continuing weekend operation.

INDIANAPOLIS

A Saturday night freeze knocked show business here again this weekend. . . . The Variety Club merely appointed a nominating committee at its meeting Monday night, postponing the election until Dec. 29. . . . Truman Rembusch, president of Indiana Allied, attended a COMPO meeting at Chicago Wednesday and Thursday. . . . Walter Wolverton, manager of the Circle, is planning a New Year's Eve show for children at the matinee Dec. 31, reopening at 6 P.M. for the regular holiday attraction. . . . Al Hendricks, manager of the Indiana, has set up a special showing of "The Stooge" for New Year's Eve only. . . . Christmas parties for office staffs and vacations for salesmen are the order of the week on film row.

JACKSONVILLE

Sheldon Mandell, manager, St. Johns theatre, talked the city fathers into letting him use the street in front of his marquee for the exhibition of a truck-size replica of a Navy airplane carrier during his current first-run of "Flat Top." . . . Local houses are competing keenly for December dollars by breaking out in a rash of special kid matinees, sneak previews, free turkeys and groceries, extra on-stage attractions, and midnight shows. L. L. Broward and Capt. Hans Vige opened their new outdoor, the Pinecrest drive-in theatre, on December 11, with Mrs. Gwendlyn as manager. Capacity is 354 cars. . . . Roy Morgan, a former film shipper, is now an apprentice booker at Warner. Mike Seravo, Warner head booker, planned a trip to his former home in Chicago during a Christmas vacation. The Warner staff was to hold a Christmas party at the Roosevelt hotel. . . . George Pabst and Byron Adams, United Artists district men from Atlanta, conferred here with O. O. Ray, Jr., branch manager. . . . Mrs. Lillian Parker, manager, Brentwood theatre, enlivened her program on December 15 with a concert by the Andrew Jackson high school band. . . . Joe Deitch, head booker at Florida State Theatres, returned from Atlanta and New York.

KANSAS CITY

The city council of Kansas City, Mo., has passed the substitute ordinance relating to supervision of motion pictures—providing for appointment of a "reviewer," to "review" all motion pictures (except news reels) offered for showing commercially. The ordinance allows the reviewer to issue

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permits on the basis of opinions by accredited review agencies (such as the Production Code authority, the Legion of Decency, etc.) without having such pictures screened. . . . The collections for the Will Rogers fund are proceeding well in the area. . . . Bandits forced the manager of the downtown Roxy theatre to open the safe after the show December 8 (but while some patrons were still in the house) and got about \$500. . . . Very little winter weather so far—and the Boulevard drive-in, closest in of the outdoor theatres around Kansas City, continues. . . . News pictures of Eisenhower's trip to Korea are being played up in advertising of several theatres that show them—starting December 11.

LOS ANGELES

The Manchester theatre, which closed its doors some months ago, will re-open on Christmas Day with a first run policy. . . . Bob Smith, FWC booker, has been named manager of the California, San Diego, with Fred Friedman assuming the accounts handled by Smith. . . . The Western theatre, which re-opened a few weeks ago, has been closed by its new operators. . . . A fire which broke out in the Fox Loma caused \$25,000 damage. . . . The Metro theatre has been shuttered. . . . Leo Miller, former film booker for United Artists Theatres, has joined the office of the Poynter Booking Service. . . . In town from Arizona was Harry L. Nace, Sr., his son, and Vince Murphy, Nace buyer and booker. . . . Jack Lowenbien of San Diego was seen on the Row; also Harold Stein, Sierra Madre; and Joe Markowitz, Encinitas.

LOUISVILLE

The Switow Amusement Co.'s neighborhood Cozy theatre, managed by Joe Helden, has added a modern parking lot as part of their customer's service. . . . The operation of the State theatre, Crothersville, Indiana has been turned over to Sylvia Peake. The theatre was formerly run by Mr. & Mrs. Tex Richards, who are devoting their time to the operation of the Scott theatre, Scottsburg, Indiana. . . . Out of town exhibitors seen on the row recently included: R. L. Dunn, Paoli drive-in, Paoli, Ind.; Edwin St. Clair, St. Clair, Lebanon Junction, Ky.; A. N. Miles, Eminence, Eminence, Ky.; Bob Enoch, State & Grand, Elizabethtown, Ky.; Ken Bale, Twin City drive-in, Horse Cave, Ky.; Fred Belcher, Family drive-in, Charlestown, Ind.; John Keck, Sandy theatre, Sandy Hook, Ky.; Hugh Kessler, Pal, Palmyra, Ind.; Don Steinkamp, French Lick Amusement Co., French Lick, Ind. . . . Work has begun on the new 700-car drive-in theatre by Robert E. Enoch, Elizabethtown Amusements, Inc., Elizabethtown, Ky.

MEMPHIS

A one-day school for theatre owners and managers was held Tuesday of this week at Hotel Gayoso. M. B. Smith, J. D. Buau-nagel, Herman Levy and Leon Roundtree conducted the sessions. It was sponsored by Tri-States Theatre Owners Association. . . . W. E. Green, New York, attended the Southern district sales meeting of National Theatre Supply Co., in Memphis. Mr. Green is president of NTS. R. L. Bostick, southern supervisor and vice-president, con-

ducted the two day session. . . . Malco managers from all over the Memphis trade territory were scheduled to attend the annual year-end Malco managers meeting at Hotel Gayoso Wednesday of this week. . . . Bradford theatre, Bradford, Ark., was damaged by fire. . . . Caddo theatre, Forester, Ark., has closed and the town of Forester is being moved to another location. . . . Roy L. Cochran of Fischer & Cochran, opened his new Scenic Movies drive-in in North Little Rock, Ark.

MIAMI

A buffet dinner Christmas party for the combined staffs and families of the Wometco Theatres and TV station, WTVJ, will be held in the TV studios December 22. On the arrangements committee are Bob Green, over-all chairman; Mark Chartrand, Lee Phillips, Gordon Spragley, Dick Wolfson, Mary Ford, Frank Myers, Herb Rubenstein, Art Gray, Joe St. Thomas, Labe Mell, Burt Toppan, Ashe Dawes, Jack Ozark, Bob Manning and Walter Becker, who just returned after 21 months' military service. The Wometco Santa will also remember all employees on the sick list. . . . John Knight and James Cox, owners of rival newspapers and radio stations, combined forces to facilitate possible granting of a TV channel. Each withdrew original applications in favor of a single combined one, hoping to avoid lengthy legal wrangling. . . . Colonel and Mrs. Mitchell Wolfson became grandparents recently with the birth of Lynda Louise to Louis and Lynn Wolfson. . . . Rainbow Pictures, a Miami company, worked out a Skyline Identification Contest which was successfully used in the nine Miami area Claghton Theatres.

MILWAUKEE

Andrew Speeris, one of the owners of the Towne theatre here, announced that Mrs. Marion Hvasta, 31, treasurer of the house, is the new manager of the theatre, replacing Erwin J. Clumb. Mr. Clumb, manager of the Towne for six and one-half years, is taking a position elsewhere. Mrs. Hvasta, is the first woman ever to manage a downtown theatre here. . . . The Upper Teutonia Avenue Businessmen's association again repeated their "Little Miss Snowball" contest that was held on the stage of the Egyptian theatre last week. . . . A. M. Camillo, manager of the Modjeska theatre on Milwaukee's south side, announced a new price policy of fifty cents, plus tax, at all times for adults. . . . Another new event at the theatre, starting December 26 on the stage will be "Juvenile Panel." Five Milwaukee students will be invited to take part in the panel each week to discuss current "problems."

NEW ORLEANS

Drive-ins locked up for the winter months are Fred T. McLendon's Copia, Hazelhurst, Miss., the Bay, Bay Minette, Ala., and Neal Mixon's in Amite, La. . . . George H. Chadwick curtailed operations at his 35 drive-in, Carthage, Miss. due to extreme change of weather, now operating only Fridays and Saturdays. . . . O. D. Myles closed the Rose in Franklinton, La. No reason was given. . . . Tony Marullo of the Rendezvous, Grand Isle, La. also hung up a sign, "Temporarily

closed." . . . J. C. Keller, Jr. opened his first drive-in, the Claude, on Eunice Basile Highway. . . . Buying and booking for Gus C. Street's new Gretna drive-in, Gretna, La. will be handled by J. G. Broggi. . . . Exhibitors seen about were W. B. Burrill, Clayton and Ferriday owner-operator; Tom Watson, Ellisville, Miss.; Hector Naquin, Cecilia, La.; L. J. Brun, Apex, Lumberton, Miss.; Mr. and Mrs. Gilbert Romero, Lafayette, La.; T. G. Solomon, McComb, Miss.; G. E. Padgett, Gulf, Pensacola, Fla.

OKLAHOMA CITY

Mr. and Mrs. Lewis Barton, of Barton Theatres, accompanied by Mr. and Mrs. Harold Combs, and son, are spending about two weeks in California. . . . The midwest theatre, held a children's show Saturday morning with 15 Color Cartoons, with the price of admission "One Suitable Toy." . . . The Harber theatre had a great show value Saturday, Dec. 6. On the screen "Something for the Birds" plus "Secret People." On the stage the "Chuck Wagon Boys," 3 big shows for the price of one. . . . An added feature of the current Christmas shopping season in Henryetta was a special "babysitting" performance at the Blaine theatre for shoppers Saturday morning, December 13. Don Lassiter, theatre manager, announced that free showing of comedies will be held for kids up to the age of 12. . . . Roy Cochran and Raymond Fischer have opened their new drive-in, the Scenic, at Little Rock.

OMAHA

Manager Hoadley Dean of the Black Hills and Badlands Association, Sturgis, S. D., received word another Indian picture will be filmed in the Hills beginning May 20, "Sitting Bull," featuring Boris Karloff. . . . Tent 16 of the Variety Club elected Glenn Slipper, head of Omaha and Des Moines National Theatre Supply branches, as chief barker; Iz Weiner, first assistant; Robert Hoff, second assistant; Mort Ives, property manager, and Iz Sokoloff, dough guy. . . . United Artists branch manager, Don McLucas, was taken to the hospital after suffering a relapse with the flu. . . . Republic branch manager Harry Lefholtz announced Ruth Daniels would replace biller Margaret O'Malley, who resigned. . . . The Tulip theatre at Orange City, Ia., has reopened under the ownership of Ed Utech, with Robert Vande Brahe manager. . . . The Liberty in Council Bluffs, Ia., has closed until after Christmas.

PHILADELPHIA

City income for the first 11 months of the year from amusement taxes show a slight decrease over the same period last year from this source. . . . Every theatre in the area has been enlisted as a collection station for the annual toy drive of the Variety Club's American Legion Post. . . . Paramount sales manager Herb Gillis confined to his home because of illness. . . . Maybelle Bond, secretary to Paramount branch manager Ulrik Smith, resigned after being with the company for 30 years. . . . David Russell Jones, son of the manager of the Lemoyne, Lemoyne, Pa., and Virginia P. Jones will be married on Feb. 14. . . . The Lancaster, Pa., city coffers were enriched by \$60,113.30

(Continued on page 40)

MORE THAN 2000 CITIES AND TOWNS GET ALL OUT PROMOTION FOR "THUNDERBIRDS!"

National Guard Units
coast to coast ready
to give active support to
your theatre engagements!



CHECK YOUR REPUBLIC BRANCH MANAGER FOR DETAILS
OF THIS GREAT BOX OFFICE TIE-UP!

(Continued from page 38)

during the first 11 months of the year derived from amusement tax sources. . . . Results of the election of officers of Local 307, stagehands and projectionists union, returns Harry J. Abbott as president; Abbott Oliver as vice-president; Horace Johns, business agent; Alex Fell, recording secretary, and Charles Humphries, financial secretary.

PITTSBURGH

"Snows of Kilimanjaro" which did four excellent weeks in the Fulton theatre is doing well in 22 suburban and neighborhood theatres. . . . John Walsh, Fulton manager, is hospitalized and may have to undergo major surgery. . . . "The Prince of Peace" opened very well in the East Liberty Cameraphone. . . . Variety Club Tent #1 has received approximately 60% of the money that was pledged at the recently completed all-night Telethon. It will be used for the building of the Katherine Variety Sheridan Wing of the Rosalia Foundling Home. . . . M. A. Silver, Warner zone manager for Western Pennsylvania, Eastern Ohio and West Virginia, is pleased with the sale of the Warner theatres to the St. Fabian circuit. Silver and Fabian are friends of many years standing. . . . Theatre grosses have fallen sharply since the Thanksgiving holiday, due to a barrage of counter attractions.

PORTLAND

First run houses are loaded with action pictures this week, but nothing too strong. There is not enough good product to go around. . . . J. J. Parker's United Artists theatre dickering for Cinerama. . . . Jack Matlack thinks the 890 seater would be a natural for the new screen sensation. . . . Bill Shartin and James Hummel of Favorite Films budding with Jack Matlack this week. . . . Walter Hoffman, Paramount field man in town for a few days then off to San Francisco to work on "The Road To Bali". . . . Evergreen's Paramount theatre working on transient name stage attractions since the "Danny Kaye Show" did so well. . . . John Hamrick's Roxy theatre trying to break into the first run bracket. . . . Spot has been showing sensational type stuff. . . . Keith Petzold, Broadway theatre manager, in charge of the annual Sunshine Division Drive this year.

PROVIDENCE

When local department and specialty stores inaugurated their policy of remaining open two and three evenings a week, high-lighting the Christmas shopping season, it apparently stimulated business at local box-offices. Increased business warranted several hold-overs. . . . Harold Lancaster, manager of the nearby Pawtucket Strand, has been promoting merchant-sponsored kiddie shows on Saturday mornings. . . . Through the cooperation of the Salvation Army, District Nursing Association, and radio station WPAW, Lancaster is making it possible for many underprivileged children to enjoy the merriest Christmas in years. . . . Despite fine casts, excellent acting and moderately-scaled prices, the Playhouse is not drawing audiences anticipated by Edward Gould when he brought back "the living theatre" to this city. . . . Patti Page, who has appeared in several films, made personal appearances at the Ranch House, popular night spot. . . . The

Carlton has scheduled "Brandy For The Parson", an outstanding English film, for a premiere Rhode Island showing.

SAN FRANCISCO

Manager Boyd Sparrow, Loew's Warfield, is on vacation in Washington, D. C. and New York City until January 7. Replacing him here is Martin C. Burnett, Loew's central division manager from Columbus. . . . Following incorporation of the health and welfare plan in exhibitor-projectionists contracts, a board of trustees has been set up to include theatre men Ben Levin (chairman), executive of General Theatrical Company; Graham Kinslingbury, North Coast Theatres district manager and Paul Williams, Golden State Theatres. Representing the projectionists are the following union officers: business manager John Forde, secretary-treasurer Frank W. Costello and auditor Rexford Elder. It will be the duty of these men to sit in on all health and welfare cases where money is to be paid out. . . . Two theatres closed this week: Westland's 400-seat Point, indefinitely and R. F. Miller's Ocean drive-in, Crescent City, for the winter. . . . Joe Huff, city manager for Blumenfeld interests at Stockton has gone into temporary retirement (plans a trip with Mrs. Huff to South America) and Charles Pincus, Blumenfeld East Bay manager, replaced him.

ST. LOUIS

New officers elected at a meeting last week of the St. Louis Loge of the Colosseum of Motion Picture Salesmen of America included: W. W. Sharpe, Paramount salesman was re-elected president; D. J. (Bud) Edele, United Artists, elected vice-president, and H. R. Hisey of Warner Brothers, secretary-treasurer. Guy Pisani of RKO-Radio was re-elected sergeant-at-arms. . . . Elected to the executive committee of the St. Louis Loge were Bob Lightfoot of Allied Artists-Monogram and Art McManus of 20th Century Fox. . . . MGM salesman Harry Hopkins, back from vacation. . . . It's another boy for Dave and Mrs. Arthur. Arthur is the head booker for the Fanchon and Marco —St. Louis Amusement Co., The Arthurs now have three boys and a daughter. . . . A. H. (Gus) Boemler, former Alton, Ill. theatre owner, has taken a position with the Federal Government.

TORONTO

Preparations are being made for the annual meeting of the Canadian Picture Pioneers at which the national board of directors will be elected Feb. 11. Chairman of the committee is Harry Lester. . . . James Sturgess was returned as president of Local 173, Toronto projectionists' union, and Arthur Milligan was renewed as business agent. Vice-president is Art Kerris, new to that post. George Jones is again secretary by acclamation. Recording secretary, R. C. Higgins, is also new. . . . Theatremen have been elected to be mayors. In Fort William, Ont., Gordon Carson was elected to the chief magisterial post, while in Englehart, Ont., another Famous Players Canadian Corp. partner, Sam Korman was re-elected to the mayoralty for his third term. . . . Tony Ranicar, advertising and publicity representative of Warner Bros. in Canada, has been transferred to Denver since his wife needs a

change of climate. . . . Al Rogell in the city on television business. . . . J. D. McCulloch, independent exhibitor from Petrolia, Ont., was elected president of the Motion Picture Theatres Association of Ontario at a meeting of the board of directors.

VANCOUVER

The Toffee-Bird circuit are seeking a permit to build a 350-car drive-in at Mail-lardville, B. C. . . . Ernest Richardson, 76, one of the organizers of the Calgary Stampede and its manager for 37 years, died in North Vancouver. . . . Since the retirement of Harry Pearson as stage manager at the Orpheum, Sydney Summers is now the oldest stage hand in point of service in Canada starting in show business in 1902. He succeeds Pearson at the Orpheum. . . . Mickey Gold, audio manager, is doing his Xmas good deed to help needy people by putting a ball in his lobby for donation to the JARO radio station fund. . . . All theatres are pushing Xmas gift book sales and reports are that sales are brisk. . . . Alex Entwisle, now 80 and a Famous Player partner in a chain of Edmonton theatres, is the oldest active exhibitor in Canada. . . . Projectionists local 348 IATSE elected the following slate of officers for 1953. President, Alf McManus, New Westminster; vice-pres., Bill McCartney Jr.; business agent, Les Walker; secretary, Jim Baldwin; treasurer, Frank Smith, Sr.; recording secretary, Ray Wardrop, and member-at-large, Nip Gowen Jr.

WASHINGTON

George Crouch, Warner Bros. general zone manager, presented a check to Claude Land, manager of the Silver theatre, Silver Spring, Md. as first place award winner for two periods during the "Showman's Drive." . . . Fred Kogod turned over his MacArthur theatre for a performance of "The Road to Bali" on December 17 for the benefit of the District of Columbia Society for the Prevention of Blindness. . . . Washington friends of Dan Terrell, MGM eastern publicity manager, are very happy about his promotion. . . . Local F-13 elected the following people to office: president, Fred Von Langen; vice-president, Ethel Risdon; recording secretary, Judith Cohen; financial secretary, Lillian Lee; treasurer, Mildred McDonald; guardian, Pat Dell; business agent, George Sullivan. . . . On the Inaugural Committee to coordinate talent shows for the January 19 and 20 festivities, are Orville Crouch, Allen Zee, and Jack Foxe.

Prepare New Building Code For New York Theatres

The liberalized building code in New York City that would permit theatres to be built in office or apartment buildings, legalize theatre creation above or below street level, allow construction over a theatre's stage level, and permit the sale of liquor in theatres has been drawn up by the technical committee of the League of New York Theatres in the form of 21 bills. The bills, designed to make investment in new theatres more attractive, now are under study by the Fire, Building and Housing Departments. After approval they will be submitted to the City Council.

38 to Tour G.I. Posts

HOLLYWOOD: Sixteen performers have been added to the list now totaling 38 volunteers who will go overseas to entertain GIs during the Christmas-New Year's season, it was announced here last week by the Hollywood Coordinating Committee.

Six of the 16—Dawn Addams, Movita Casteneda, Debbie Reynolds, Roscoe Ates, Peter Lawford and Richard Morris—have joined the troupe scheduled to perform for military personnel in Korea. Susan Morrow has been assigned to the unit going to Alaska and nine others compose the troupe slated to visit bases in Greenland, Baffinland, Newfoundland and Labrador. They are Raymond Burr, Wanda Curtis, Don Garner, Paul Garteiz, Eve Halpern, Flo Ann Hedley, Marilyn Hedley, Jack Iversen and Evelyn Russell.

A fourth troupe is being organized which will entertain armed forces in the Caribbean. They were to take off from Burbank Airport December 19, returning January 4. The Department of Defense requested the HCC to organize the project in cooperation with Army Special Services and USO Camp Shows.

Golden Laurel Award Goes To Korda-UA's "Cry"

In a ceremony at the American Embassy in Paris, the American Ambassador to France, James Clement Dunn, last week presented the David O. Selznick Golden Laurel Award to Zoltan Korda, director of "Cry, the Beloved Country." The film was selected by the Golden Laurel Jury at the Museum of Modern Art in New York as the film which "made the greatest contribution to mutual understanding and good will between the peoples of the free and democratic world" in 1952. The London Films production, produced by Sir Alexander Korda and directed by Zoltan Korda, starred the late Canada Lee and is distributed in the United States by United Artists.

New York News Allows Local Rate Advertising

Disposing of the usual complaint, that exhibitors cannot afford metropolitan advertising rates, the *New York Daily News* is charging local rates for its sectional editions. These are, by counties: Manhattan-Bronx; Kings; Queens-Long Island; Passaic-Bergen, and Nassau-Suffolk. Under the heading, Neighborhood Movie Guide, local advertising has appeared in all such editions, the latest being the Nassau-Suffolk, with nine houses represented. On December 28 the newspaper will add a Hudson county section, with 12 theatres advertising. Circuits thus far advertising are Skouras, Century, Associated, Prudential, Interboro, and Randforce. Expected to join them are Warners and some others.

IN NEWSREELS Set Contest

For "April"

FOX MOVIE TONE NEWS, No. 101—British A-Bomb in Australia. Ike returning. Battle in Indo-China. Peron Five-Year Plan. Jewels for coronation. Post Office mail to Santa. Mermaids throw porpoise party. Down under valley.

FOX MOVIE TONE NEWS, No. 102—Ike back. Documents of our heritage. New President of Israel. Anti-French riots in Casablanca. Actors honor Webb. Lasso bells ring a man. Ski jumpers.

NEWS OF THE DAY, No. 21—British A-Bomb. Ike homeward bound. Indo-China fight. Argentine Five-Year Plan. Atomic power plant. Coronation jewels. Santa's town celebrates. Some shooting. Jap judo champ.

NEWS OF THE DAY, No. 232—Ike returns. U. S. Constitution gets final home. Seoul black market. Moroccan riot aftermath. Israel's new President. New king enthroned. Christmas lights and fairy tales.

PARAMOUNT NEWS, No. 34—Trumfin assails Ike. MacArthur. Ike aboard *Helena*. British crown jewels. New Plan for Argentina. North African unrest. British A-Bomb. Judo expert.

PARAMOUNT NEWS, No. 35—Eisenhower reports on mission. Christmas 1952 around the world. Pro grid season ends.

TELENEWS DIGEST, No. 250B—Washington shrine dedicated. New Israel President. Funeral for victims of Casablanca riot. Patrol tense Tunis. Collins, Ridgeway SHAPE conference.

TELENEWS DIGEST, No. 251A—Electoral college meets. Inaugural committee. Ike back. Syrians visit Naguib. Royal robes reviewed. Kids flock to Santa land. Zoo gets new characters.

UNIVERSAL NEWS, No. 421—Indo-China French attack. Eisenhower. Freighter aground. Peron. Operation morale. Crocheting news. Commandoes. Britain's first A-Bomb.

UNIVERSAL NEWS, No. 422—Ike hopeful on Korea. Violence flairs in North Africa. America's heritage enshrined. Black market. Steel mill. Fingertip fantasy.

WARNER PATHE NEWS, No. 36—British A-Bomb. Battle of Na San. Crown jewels. Ike heads home. Peron opens Argentina conference. Hawaiian youngsters hail Christmas ship. Christmas wonderland for Paris kids. Chicago pro football. Browns too Cardinals.

WARNER PATHE NEWS, No. 37—Ike home. Charters of U. S. liberty moved. Furnaces fired for steel plant of tomorrow in Morrisville, Penn. Browns lose but win football title. Rams win tie.

N. Y. Variety Tent Moves

The Variety Club of New York will make its headquarters in the Penthouse and Terrace of Hotel Piccadilly, 227 West 45th Street, it was announced last week by Edward Lachman, Chief Barker. The club will be opened officially on January 15, 1953 with an open house and premiere screening for all Barkers.

Harold Bernstein Dies

Harold Bernstein, 47, of Bay City, Mich., owner of five theatres, died December 10 of a heart attack in a Detroit hospital. He was stricken while on business in Detroit. His widow and four children survive.

James A. Flynn

James A. Flynn, 55, office manager-booker for Republic Pictures in Philadelphia, died December 4, in Hahnemann Hospital as a result of a stroke. One of the founders of the front office workers' union, Local F-7, IATSE, he was a member of Motion Picture Associates and had been with Columbia for many years prior to his association with Republic. His wife, two daughters, a son and six grandchildren survive.

Max Dreyfus

Max Dreyfus, 72, former exhibitor and long-time employee of the Monogram exchange in Chicago when it was operated by Irving Mandel, was buried at Waldheim Cemetery December 9. He died last week after a brief illness.

Warners has set up an essay contest of national scope on its forthcoming musical in color by Technicolor, "April in Paris," with the cooperation of Air France and the French Government Tourist Office. Patrons of theatres over the country are eligible to participate in the contest if the playdate of "April in Paris" is between December 25, 1952, and February 14, 1953, with trips to Paris as top prizes.

"Why I Would Like to Spend April in Paris?" is the question which contestants are required to answer in 100 words or less, with entry blanks available at participating theatres. Theatre manager and local committee select five best local letters which are to be forwarded to the national committee in New York for judging of the two final winners. Winners fly to Paris about April 1 via Air France and are guests of the French Government Tourist Office. Winners will also receive spending money for their stay.

Warners and Air France have prepared special accessories. Among them are special advance trailer announcing contest; entry blank mats for local printing; 11x17 rules poster for lobby display; announcement poster, also for lobby display; full-color posters supplied by Air France and French Government Tourist Office showing wonders of Paris, in addition to contest plugs. Special campaign kits have been serviced exhibitors over the country.

Legion Reviews 18 with Six Put in Class B

The National Legion of Decency this week reviewed 18 new pictures, putting eight in Class A, Section 1, morally unobjectionable for general patronage; four in A-11, morally unobjectionable for adults, and six in Class B. In A-1 are "Battles of Chief Pontiac," "Cattle Town," "Fargo," "Hiawatha," "Last of the Comanches," "Meet Me at the Fair," "Singing Angels," and "The Stooge." In A-11 are "Above and Beyond," "Babes in Bagdad," "My Cousin Rachel" and "Target Hong Kong." Rated B are "Angel Face," "April in Paris," "Blackbeard the Pirate," "The Desperate Search," "Mesa of Lost Women" and "Shamed."

Tri-Opticon Process To Open Christmas

Sol Lesser announced in Hollywood last week that the American premiere engagement of the Tri-Opticon three dimension program would be held at Telenews Theatre, Chicago, Christmas Day. The program includes five demonstration subjects, totalling less than an hour, acquired for American marketing by Lesser from Stereo-Techniques, Ltd., London. The process requires polaroid glasses. It is believed the program will consist of the subjects plus a newsreel.

CLASSIFIED ADVERTISING

Fifteen cents per word, money-order or check with copy. Count initials, box number and address. Minimum insertion, \$1.50. Four insertions for the price of three. Contract rates on application. No borders or cuts. Forms close Mondays at 5 P. M. Publisher reserves the right to reject any copy. Film and trailer advertising not accepted. Classified advertising not subject to agency commission. Address copy and checks: MOTION PICTURE HERALD, Classified Dept., Rockefeller Center, New York (20)



HELP WANTED

EXPERIENCED EXPLOITATION MAN OR WOMAN, with some capital to handle roadshow pictures. All states open. MELVIN EDEL, Box 445, Centralia, Ill.

STUDIO EQUIPMENT

CAPITALIZE YOUR EXPERIENCE. SHOOT LOCAL NEWSRELS, TV COMMERCIALS and make advertising tie-ups with local merchants. Send for Film Production Equipment Catalog. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

THEATRES

THEATRES, DRIVE-INS WANTED TO LEASE anywhere. Open or closed but ready. MACK ENTERPRISES, Centralia, Ill.

FOR SALE, 490 SEAT MOVIE THEATRE, excellent central Adirondack location. BOX 2698, MOTION PICTURE HERALD.

BOOKS

RICHARDSON'S BLUEBOOK OF PROJECTION. Best Seller, since 1911. Now in 7th edition. Revised to present last word in Sound Trouble Shooting Chart. Expert information on all phases of projection and equipment. Special new section on television. Invaluable to beginner and expert, \$7.25 postpaid. OUGLEY BOOKSHOP, 1270 Sixth Avenue, New York 30, N. Y.

MAGIC SHADOWS — THE STORY OF THE ORIGIN OF MOTION PICTURES by Martin Ougley, Jr. Adventurous exploration of all the screen's history told in 191 crisp pages and 28 rare illustrations. Exciting reading for now and authoritative reference for tomorrow. A Georgetown University Press book. Price, postpaid, \$3.50. OUGLEY BOOKSHOP, 1270 Sixth Avenue, New York 30, N. Y.

MOTION PICTURE AND TELEVISION ALMANAC—the big book about your business—1952-53 edition. Contains over 12,000 biographies of important motion picture personalities. Also all industry statistics. Complete listing of feature pictures 1944 to date. Order your copy today, \$5.00, postage included. Send remittance to OUGLEY BOOKSHOP, 1270 Sixth Avenue, New York 30, N. Y.

Paal in U.S. to Set Distribution of Two

Alexander Paal, independent producer, has arrived in the United States from London to arrange for the world distribution of two films he recently completed abroad. They are "The Four-Sided Triangle," starring Barbara Payton and James Hayter, and "There's No Escape," with Paul Henreid, Lois Maxwell and Kieron Moore. He said he has signed with Alexander Korda's British Lion, Ltd., to produce a picture tentatively titled "Three Cases of Murder" at the company's Sheperton Studios in London.

To Ask Hollywood Aid in U.S. Film Program Review

Senator Alexander Wiley of Wisconsin, ranking Republican member of a Senate Foreign Relations Sub-Committee review-

USED EQUIPMENT

PRE-INVENTORY SALE! TERRIFIC SAVINGS! Brenkert Enarc lamphouses rebuilt, \$450 pair; Hertner 80/160 generator, rheostats, panel, etc. rebuilt, \$565; Simplex rear shutter mechanisms, latest features, rebuilt, \$475 pair; RCA PG-140 sound system, MI-9000 soundheads, double channel amplifier, etc., rebuilt, \$1,495; GoldE automatic rewinder \$49.50. What do you need? STAR CINEMA SUPPLY, 441 West 50th St., New York 19.

2 STRONG UTILITY HIGH INTENSITY LAMPS mounted on 2 heavy duty deluxe Century bases, 2 Century model C projectors complete with lenses and magazines, 2 Ballantine royal soundmaster sound heads model 6 with amplifier and stage horns. Wonderful condition. Bargain. SHELL THEATRE, 1330 Pacific Ave., Tacoma 2, Wash.

COMPLETE THEATRE EQUIPMENT. SIMPLEX S.P. with sound, 700 chairs, screens and frame and miscellaneous items. Contact WESTERN MASSACHUSETTS THEATRES, INC., 265 State St., Springfield, Mass.

USED MARQUEE LETTERS: 800 Wagner 8" aluminum 60c; 4" plastic 25c; 10" plastic 60c; 300-10" Adler aluminum 75c. Send for list. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

INCREASED LIGHT INCREASES R.O. TWO Peerless Magnars and Hertner 65/130 generator with rheostats, panel, starter, rebuilt like new, \$1,300; with 50/100 generator \$995. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

SEATING

REBUILDING CHAIRS? WHEN YOU ARE ready, contact us. Lowest prices. Large stock late type theatre chairs always on hand. We manufacture flexolated spring edge cushions to fit all chairs. Write for prices. EASTERN SEATING COMPANY, 138-13 Springfield Blvd., Springfield Gardens, N. Y.

\$10 VALUE FOR ONLY \$5.95. 930 MODERN HEYWOOD 7-9½ venter back, spring edge cushion chairs, curved steel standards. Excellent condition. S. O. S. CINEMA SUPPLY CORP., 602 W. 52nd St., New York 19.

ing America's overseas information program, predicted in New York last week that the group will invite top Hollywood executives to hearings next year designed to increase the effectiveness of the program. The hearings among other things, he said, will seek closer cooperation between the industry and the Government's film program, as well as closer cooperation within the film industry in reviewing overseas film exports which might possibly have an adverse effect on foreign people's opinion of this nation.

Cinerama Heads "Mirror" "Best of 1952" List

Frank Quinn, motion picture editor of the New York Daily Mirror, this week, in compiling his "ten best" list of pictures for the year, put Cinerama's production now on Broadway, first. He cited its "revolutionary technique and unprecedented entertainment quality." The nine others are "High Noon,"

NEW EQUIPMENT

RECTIFIER BULBS, FIRST QUALITY \$4.75, film cabinets, \$1.95 section; BB movements, \$88.50; reel alarms, \$5.50. STAR CINEMA SUPPLY, 441 West 50th St., New York 19.

ORDER SAMPLE MASONITE MARQUEE LETTER. Be convinced! 4"-35c; 8"-50c; 10"-60c; 12"-85c; 14"-\$1.25; 16"-\$1.50, any color. Fits Wagner, Adler, Bevelite signs. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

S. O. S. MEANS SAVE ON SUPPLIES. RECTIFIER bulbs 15 amp. \$4.59; stereopticons, 500 W. \$24.95; Griswold 35mm splicers \$23.95. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

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LOCAL MOVIE REVIEWS TO PLANT IN newspapers. Exhibitor approved. HOOOPER'S REPORTS, BOX 988, Santa Barbara, Calif.

PHOTO BLOWUPS, THEATRICAL, 40x60, \$7.50; 30x40, \$5.00; unmounted. Plus shipping cost. Theatre signs, posters, backgrounds. Reasonable. PHOTO BLOWUPS, P. O. Box 124, Scranton, Pa.

DRIVE-IN EQUIPMENT

ORDER NOW. TAKE TIME PAYING. Complete dual projection and sound from \$1,595. In-car speakers \$15.95 pair with junction box, underground cable 370' M. Send for equipment list. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

"Sudden Fear," "Come Back, Little Sheba," "The Quiet Man," "Hans Christian Andersen," "The Greatest Show on Earth," "Walk East on Beacon," "Breaking the Sound Barrier" and "The Promoter."

FCC Allows Gamble To Show Owner Change

WASHINGTON: The Federal Communications Commission Tuesday agreed to let Mt. Hood Radio and Television Broadcasting Corp. amend its application for a television station to show that Ralph Stolk, Sherrill Corwin and Edward G. Burke, Jr. had sold their stock in the company. Mt. Hood, applicant for a Portland station, is owned 43.5 percent by Ted Gamble. Mr. Stolk, Mr. Corwin and Mr. Burke owned another 43.5 per cent but some weeks ago sold out to more than 30 employees of KOIN, Mt. Hood's Portland AM station. The decision set aside an earlier ruling.

MANAGERS' ROUND TABLE



An International Association of Motion Picture Showmen — Walter Brooks, Director

There's New Film Business—and It's Here Now

TALKING about theatre closings, as we were last week, reminds us of the fact that there is a new phase of film business—and it's with us, right now. The march of time is upon us, and we don't mean that Lucely. When *Life* counted the debris, a year ago, they failed to mention certain factual and actual conditions.

Many theatres are out of date—worn-out, tired-out—but more are outmoded through management than by “conditions” outside of our industry. Looking from our office window, on a clear day, we can almost see situations that are hopelessly outdated. They can't last much longer, under present management, for already folks are driving miles out of their way to avoid old, dirty houses in favor of newer, better theatres in the modern manner. If that's within a thirty-mile radius of where we're sitting, what is it elsewhere? We believe the suburbs are full of theatre opportunities.

Department stores are building chains of suburban shops, subsidiary to the main store, in town. Why? Because people want to shop where they can park their cars. Because they won't go through the meat-grinder of city traffic, and because the nearby suburbs have everything the city has to offer, and more. Big industrial concerns, concentrated in the Grand Central area, are asking, “Why do our people come in and out of this terminal every day to go to work, when we could take their work to them, in the suburbs?” In the next few years, whole business buildings, full of commuters, will move their base of operations to Darien and other commuting towns, to save time and money for everybody.

One of the prime factors of drive-in theatre operation—and we'll leave this to Wilfred P. Smith, *Better Theatres'* expert on the subject—is that people will drive ten miles to the drive-in theatre of their choice. And why shouldn't they drive as far to a newer, better indoor theatre of their choice, passing by the old-fashioned house that had its last face-lifting in the 1920's? The public still wants to go to the



A very Merry Christmas to you, and you, and especially to you, all of the 4,483 active members of the Managers' Round Table, all over the world. It's a pleasure to know that you're out there, pitching for better showmanship, as card-carrying members of the oldest and largest international association of motion picture managers.

We are again indebted to National Screen Service for the loan of their 40x60 lobby display for our Christmas illustration, but for those of you who don't believe there is a Santa Claus, that's really Uncle Mel Gold, director of advertising and publicity for NSS, wearing his red flannel suit and flowing white beard, for this special appearance on our editorial page. He does it every year.

movies, but they are looking for comfort and modern facilities more than bargains. In most of these United States, drive-in operations are limited to seven months in the year, with the other five months indoors. That's long enough to change the movie-going habit.

Q If you didn't see the picture of May F. Quirk, manager of the Victoria theatre, Mount Carmel, Pa., receiving her \$500 check as a first-prize winner in MGM's “Promotion of the Month” contest, as it appeared in the Round Table of December 6th, go back and look at it now, for here is a heart-warming scene, of local folks as well as MGM giving credit to a woman who is the manager of their hometown theatre. We'd like to see that scene many times repeated. Also in the news are other prize winners. Turn to the picture page for news of ex-manager Arthur Arveson's \$500 award from MGM. He's an *ex-manager* because he's now district supervisor—that's his promotion of the month!

There are more prize winners pictured in this week's Round Table, and for a reason. Dan Krendel's contest is completed in the “B” district of Famous Players Canadian theatres, that part of Canada that projects into the U. S., between Buffalo and Detroit. That's neighborly, and they are, showmen to be proud of.

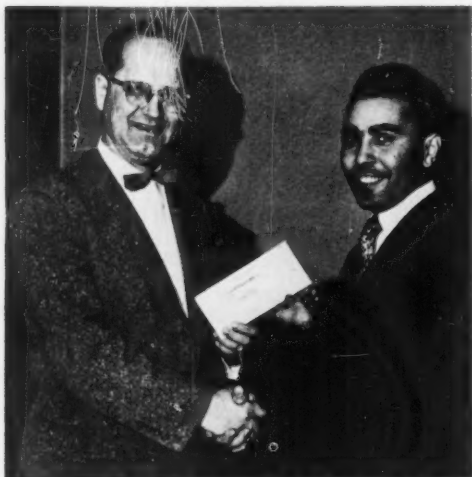
And, coming up, several more contests of importance. 20th Century-Fox conducts its \$7,500 showmanship competition for “Something for the Birds,” with the contest closing January 31st, 1953. There are many, many prizes and you can't lose trying. The same company has a couple of other contests current, one with *The American Weekly*, that closes January 1st, and another on “The Thief of Venice” that closes March 1st, 1953. We agree that many of these prize contests are pushed up too far ahead of general release dates, but we're always plugging for extensions of time that will benefit small situations.

Now, in the mail, comes another contest announcement from Warner Brothers, with a free trip to Paris via AIR FRANCE, and 70,000 francs to spend, over there, for two lucky winners in their showmanship competition for “April in Paris”—and you'll just make it, with the super-Constellation taking off about April 1, 1953.

—Walter Brooks

Santa Brings Prizes To Contest Winners

DAN KRENDEL'S BALLYHOO CONTEST in Famous Players-Canadian's Ontario "B" district, closed in a blaze of glory for all contenders, with the top winners announced in the story on the opposite page. We congratulate Harry F. Wilson, manager of the Capitol, Chatham, winner of first prize; James P. McDonough, of the Tivoli, Hamilton, as second; William J. Burke, Capitol, Brantford, third, and William K. Trudell, Capitol, London, for a special prize awarded him. That's Harry Wilson's animated lobby display for "Greatest Show on Earth" at right.



Arthur Arveson, ex-manager of the Paramount theatre in Anderson, Ind., receives his \$500 check as first prize winner in MGM's "Promotion of the Month" contest on "Carbine Williams" from John L. John (left) manager of MGM's Indianapolis branch.



Dale Carlson, manager of the Orpheum theatre, Madison, Wisc., sends us this picture of a lobby promotion which serves as advance notice that he's a contender in 20th Century-Fox's \$7,500 Showmanship Contest.



Bill Burke's swell "lassoo" stunt at the Capitol, Brantford, for "The Story of Will Rogers" with a 24-sheet cut-out as the object of the roping.



Bill Trudell employed the local brewery's clowns—they got 'em in Canada) to put on a lobby show for "Greatest Show on Earth."

Ballyhoo Is 'B'autiful In Ontario

"The tumult and the shouting dies, the captains and the kings depart"—for Dan Krendel's big Ballyhoo contest in Ontario's "B" District is over, the winners have gathered around a table at the Famous Players-Canadian head office in Toronto to receive the awards they've won, the praise that is due, and to catch their breath before it starts all over again, come another year on the calendar.

Bulletins from "B" headquarters arrive just as we go to press, giving Harry Wilson, of the Capitol, Chatham, top honors with 36,000 points. James P. McDonough, of the Tivoli, Hamilton, was second, with 31,100 points and William J. Burke, of the Capitol, Brantford, third, with 30,500 points. William K. Trudell, manager of the Capitol, London, Ont., received a special prize for the greatest number of points in any one week. Dan's contest ran into box-car figures, for his boys ran up a total of 274,300 points, representing 915 individual stunts, 548 newspaper stories, or 274 combinations in the scheduled "Stunt a Week—for 13 Weeks"—with more hoopla than we've seen in months.

Across the page, we have a few pictures, not enough or good enough to tell the story. And Dan sends tear sheets, which as he says, won't reproduce to advantage. (Did you ever reduce a newspaper page to a 15-cm. 110 screen halftone?) But looking over those tear sheets, we see clearly that the boys really did "sell the theatre" in Ontario's "B"-for-Ballyhoo. Bill Burke, Harry Wilson, Jack Knight, all got newspaper breaks for the theatres they operate, part of a great trans-continental circuit where team work counts with consistency of effort towards getting results at the box office. For another page of "Canadian Showmen in Action" we'll have brief mentions of individual stunts that can be copied by others from a few words of description. And Dan isn't kidding when he says "don't be lulled into a state of suspended animation. Now let's see what happens when the pressure is off. Something is cooking for after the first of the year, so just relax and take it easy, but NOT TOO EASY—just keep Ballyhooin'!"

Among the Best of the Sponsored Programs

Frank Shaffer sends us samples of the fine house program put out by Warner's Dixie theatre, Staunton, Va., which is completely underwritten by local advertisers, and this costs the house nothing. It is not only a better print job than most, but it sells both the theatre and their advertisers better than just the run-of-the-mine herald or program.

MOVIE TIME, U.S.A.

George Snyder, manager of Schine's Paramount theatre, Syracuse, had "Bonzo" as a street ballyhoo, wearing a double-sided sign, "Beat Colgate" on one side, "Beat Syracuse" on the other, for "Bonzo Goes to College."

Lou Rock, manager of Schine's Avon theatre, Watertown, N. Y., gave away Plymouth Rock chickens to advertise "Plymouth Adventure" in a tieup with a local poultry market.

Lewis Thompson, manager of Schine's Holland theatre, Bellefontaine, Ohio, had the cooperation of Irish and Welsh singers who gave vocal support to "The Quiet Man."

Irving Hillman, manager of the Roger Sherman theatre, first-run Warner house in New Haven, has a tieup with the student radio station at Yale University—which doesn't go on the air, but is received regularly in the dormitory rooms.

George E. Sawyer, manager of the Victory theatre, New London, Conn., ran a four-column ad on a double bill of British pictures "guaranteed to be chock full of sophisticated humor."

Morris Kempner and Barney Tarantul, owners of the Burnside theatre, East Hartford, thanked the publishers of the *Hartford Times* for their effective advertising medium, and got a half-page "house ad" of appreciation from the newspaper.

George E. Landers, Hartford division manager for E. M. Loew's theatres, landed a fine front-page picture of Linda Christian in the *Sunday Herald* because the story of "The Happy Time" was written by a local boy—and Linda is a good-looking gal.

Ray McNamara, manager of the Allyn, Hartford, used a direct-mail card to women, to stress the fact that Tony Bennett made a record of music from "Because of You."



Henry (Bud) Sommers, manager of the Hollywood theatre, Leavenworth, Kansas, receives his prize money and the congratulations of William Gaddoni, MGM branch manager, in Metro's "Promotion of the Month" contest on "Carbine Williams" with Stan Durwood (left), general manager of Durwood Theatres, and Bernie Evans (right) pleased and astonished at the proceedings. In the second picture, we see old friend, William T. Hastings, manager of the RKO Orpheum theatre, Denver, receiving his prize check from Henry Friedel, manager of MGM's Denver exchange, in the same contest.

Ted Davidson, manager of Warner's Ohio theatre, Lima, files his campaign on "Ivanhoe" as an entry for the Quigley Awards in the fourth quarter—and a very good one.

Those "Million Dollar Mermaids" making a hit with folks along Film Row with their personal appearances. One of the six on tour, photographed in Pittsburgh with Bill Elder, of Loew's Penn theatre, and old friends John J. Maloney and Ralph Pielow, of MGM.

W. Scott Reid, manager of the Park theatre, Front Royal, Va., sends tear sheets from Virginia newspapers to show some of his recent promotions.

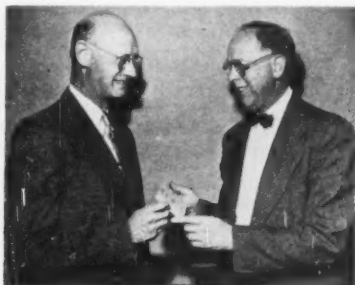
George Pugh, manager of Schine's theatre in Glens Falls, N. Y., had Santa Claus arriving in style for a big Christmas show on stage, sponsored by local merchants.

Jimmy Thames' little cartoon character "Arky" is a nice addition to institutional advertising for Rowley United Theatres in Little Rock, Ark., and a "first" in this type of promotion.

Russ Ordway, manager of the Webb theatre, Wethersfield, Conn., had a sponsored show for local merchants, with prizes, and "Miss Wethersfield" as hostess.

Loew's managers in New England proving that "Plymouth Adventure" is a local event that piles up the promotions and breaks box office records, Morris Rosenthal, John Di Benedetto, Joe Boyle and others sending in complete campaigns that clicked.

In the mail, and too late to make an engraving, a photograph of another winner getting a prize for showmanship. This time, M. A. Silver, Warner's Pittsburgh zone, presenting a \$1,000 check to George Neff, with Jack Kahn smiling approval. Picture coming up!



101 BEST EXPLOITATION AIDS

It Pays To Read Charlie Jones

8 Just in case regular readers of the Round Table didn't read what "Charlie Jones Says" in the last issue of BETTER THEATRES, we quote his description of one of the best small-town exploitation stunts we've heard in a month of Sundays. There must be something in the air of Elma, Iowa, that encourages showmanship, for this is a real honey of an idea. And you can do it as well. Just listen to what Charlie said:

"With the help of the Women's Club we had a parade or a pageant of wedding gowns on our stage that simply slayed the women folks. We requested any woman who still had her wedding gown (and what woman hasn't?) and would like to have it modeled on our stage by a High School girl, or a niece or granddaughter, to bring it to the theatre. Now, along with the wedding gown, every woman saves the news writeup of her wedding—you know, that story about how the bride was dressed. We had a honey-voiced woman to read the description of the wedding, as each gown was modeled. It was a 're-issue' performance of that woman's wedding, and she saw to it that plenty of her friends had the chance to see her again as she looked that day. We packed the house; it brought out women we'd never seen before. Many a woman present basked again in the limelight of the greatest day of her life—even if it was a repeat performance—and the publicity was terrific. Look boys, it's easy! It can't miss!"

Keep the Kiddies In Cowboy Suits

9 Too many theatre managers are growing careless of the grim necessity of keeping the youngsters in their cowboy and cowgirl costumes, as part of theatre operation. The small fry will never lose their desire to dress in western attire, but they may lose the habit of going to the theatre to see western movies, with so many cowboys riding the TV range. It's a matter of sales psychology, and you are either in it or out of it.

Most important thing to remember is your neighborhood merchant who stocks and sells cowboy regalia for boys and girls, and sells these goods the year around. Work with him; cultivate him, get him to cooperate with you at the theatre, so these are your ranch-hands, pardner, and not a bunch of mavericks, running loose on the range. If you play your cards right, you'll not lose many of the loyal sons and daughters of the Old West, who are opposed to strays and outlaws, on principle. The kids don't like to miss their fun in a crowded theatre. There isn't the same fun in playing cowboy, around a TV set, in the living room at home. They want the crowd reaction, the mass demonstration, the noise and tumult that goes with riding with their pals, doing things collectively, in large noisy groups.

Get your merchant to sponsor shows for his present and potential customers. Stir up as much excitement as you can about events at the theatre, where the young cowboys and cowgirls like to see and be seen together.

Adaptation Of An Old Idea

10 Edward J. Rosecan, manager of the Rialto theatre, Hannibal, Mo., is a friend of an old friend of ours, going way back—how many remember John Ragland? And he uses a stunt in Hannibal that is derived from the old theory that the house buys every third drink, or that your library card is good for a free book when it's filled, but this is even more simple, and it builds up a continuous attendance for his Saturday morning children's shows. It keeps the kids coming—and it is easier to keep them coming than it is to win them back, after they've drifted away to other forms of entertainment, elsewhere.

This is all there is to it: Every child carries a ticket which is punched each time he attends the Saturday morning "One-Two-Three-Free" Club show. When his card has been punched on three consecutive Saturdays, he gets in free—the fourth time. It's that simple, and tremendously effective. The youngsters are "saving up" for that fourth free show. It's a bargain, which even adults can't resist, and it's a club membership, which even small fry enjoy having and holding as their own. Each child's ticket is issued with his name on it, and is non-transferable. They have to be there, three times running, to qualify for the free show.

What easier and more efficient way could there be to offer reduced prices without endangering the permanent price scale? What better way to "keep 'em coming?"

Classified Ads Get Results

11 Many managers have found the accumulative value of the classified advertising pages in their local newspapers and have built up both patronage at box office, and a complete understanding with their editors and publishers by following a consistent policy of using small ads, in a variety of ways. We especially admire Edw. Richardson, manager of Loew's Granada theatre, Cleveland, Ohio, for the way in which he has capitalized the advantages of the classified page in his neighborhood Lakewood Post.

For the 49th time this year, he has a front page box to call attention to the classified contest running in that daily paper. Each time the stunt is used, five pairs of guest tickets are given to readers of the classified ads who find their own names dropped into the page, after being selected at random from the telephone directory. Folks get the habit of watching for their names, and it builds readership for the ads, and business at the box office. There are many other ways to utilize the classified, in variations of this idea.

Some newspaper contests spread twenty or more parts of a sentence or message through as many ads, a word here and a word there that is out of context with the ad copy. You identify it as being part of the missing sentence and put the words together to spell out the theatre's advertising message for guest tickets as prizes. Or, car license numbers or city telephone numbers, or any clue.



No seven critics have ever been so in love!

Hans Christian Andersen

★★★★! Highest rating from KATE CAMERON, *Daily News*:
 "A charming, delightful, taut, amusing, touching, colorful, lively, eye-filling entertainment. All this and more is 'Hans Christian Andersen'."

BOSLEY CROWTHER, *Times*:
 "This latest of Mr. Goldwyn's chef-d'oeuvres about a teller of fairy tales who falls in love with a beautiful ballerina is as pretty and graceful a picture as has come down the rocky pike this year, and it is peaked with such lovely ballet dancing as has seldom been seen before in films!"

ALTON COOK, *World-Telegram & Sun*:
 "The masterwork of the long producing career of Samuel Goldwyn. Danny Kaye leaves an audience with the feeling that everyone in the place has just had something as nice as a birthday party. Good feeling radiates from the screen. Danny takes over all the loving joy of the fairy tales and becomes a wandering minstrel. Probably the most enduring songs in the memory of man!"

ROSE PELSWECK, *Journal-American*:
 "Lovely to look at and enchanting to hear. Made with taste and skill, a blend of charm and romance and humor, of beautiful ballets, rhythmic songs, glowing colors and gorgeous sets. It's a delightful entertainment!"

OTIS GUERNSEY, *Herald Tribune*:
 "Big, merry and useful! Samuel Goldwyn has created a Hollywood fairyland. There is so much spread across the screen that one hardly knows where to begin. A bona fide Goldwyn dazzler!"

FRANK QUINN, *Mirror*:
 "Everything about this film is laudatory and we can find little to discuss that would mar the entertainment of the most finicky movie-goer. Frank Loesser contributes a score that will have you humming when you leave!"

IRENE THIRER, *Post*:
 "It's out of this world! A new star is born—Jeannine, who is enchanting and a charming actress, besides being grace personified. The underwater ballet is breathtakingly lovely, the production is lavish and grand and replete with melodies. A resplendent song and dance show!"

Samuel Goldwyn
 Presents
Hans Christian Andersen
 starring **Danny Kaye**
 Jeannine
 Forley Granger • Jeannine
 Charles Vidor • Moss Hart
 Words and Music by Frank Loesser
 Choreography by Roland Petit
 Color by Technicolor
 Distributed by RKO RADIO PICTURES, INC.

MCW IN ITS WORLD PREMIERE 2-THREAT ENGAGEMENT
CRITERION PARIS
 Broadway, N. Y. 10036
 C. 4-8451 • L. 3-0796
 Customers open 10:30 a.m.
 Phone at 10:30, 10:30, 10:30, 10:30, 10:30

AD 724

Excellent newspaper advertising for "Hans Christian Andersen" used in New York, with quotes from first-string critics well displayed under the aegis of Samuel Goldwyn's long-limbed and beaming figure of Danny Kaye in character. There were variations of this style to fit different space, but this particular one was three columns wide and the full depth of the newspaper page.

Selling Approach

BLOODHOUNDS OF BROADWAY—20th Century-Fox—In color by Technicolor. That wonderland of song and dance with all the guys and dolls from the gay white way. Damon Runyon's famous Broadway, as only he could describe it. With Mitzi Gaynor (you'll like her!) singing eight new hit songs. You'll meet all the famous characters. Curtaintime Charlie, Lookout Louie, Ropes McGonigle, Broadway Bertha, and the Great Brain. 24-sheet and other paper have poster quality for your lobby and marquee cut-outs or special displays. The herald keys the campaign, with the best advertising slant for your patronage. Newspaper ad mats from too-big down to two-column sizes, with enough slugs for program and directory copy. Composite Mat No. 1, which is the big 35c economy size, includes eight mats but isn't illustrated in the pressbook. You'll find that it supplies everything needed for small theatres at a minimum price. The trailer puts it over, and there are free radio spot transcriptions available from the Pressbook Editor in New York. Music tieups are a natural, and there are top recordings from Columbia, Capitol and Decca. A particularly good ad mat is No. 213, which will be different from anything you've seen elsewhere, and it will remind your folks of Damon Runyon's guys and dolls and the fabulous settings of Broadway. If there are any bloodhounds, you'll have to provide them as street ballyhoo, with a girl to lead 'em.

HANGMAN'S KNOT—Columbia Pictures. In color by Technicolor. They don't come any bigger. Randy Scott, adventure's No. 1 star, in the old west's No. 1 spectacle. When the law of the rope was the law of the west—told in terms of breathless excitement. Give it the shock treatment. Six sheet and other accessories sell the idea of "hangman's knot" which is the theme of your campaign. The herald has this advertising slant to tip you off. Newspaper ad mats range from too big down to single columns and slugs, so you can pick what you want. There is also a composite campaign mat at 35c which has six ads and slugs in the smaller sizes and two publicity mats extra, for the price of one. Buy it and use them all, since you've got them in hand. Film is a highly superior western, the kind they can't find on television and that you can supply now, to keep from losing that audience of wild-western fans.

IT GROWS ON TREES—Universal-International. The wonderful story of a wish come true. About Mrs. Baxter's tree that grows \$5 and \$10 bills and starts a riot that rocks the town. A story that's almost too good to be true, and you don't have to believe it to enjoy it. Irene Dunne in another unusual comedy, with Dean Jagger and star cast. Six-sheet and other posters will make cut-outs for lobby and marquee display, and the herald carries out the advertising theme to set your campaign. Newspaper ad mats are light in style and furnish the right treatment for this picture. There are plenty to choose from for size and shape, plus the bargain composite mat, only 35c—that has everything needed for small situations, including six ads and two publicity mats. The story of the film was novelized in the July *Cosmopolitan* magazine and you should get some copies of these pages for lobby display to remind those who enjoyed it then.

THE WAY OF A GAUCHO—20th Century Fox. In color by Technicolor. Here is a "cowboy" picture actually filmed in the Argentine, which will please all who love "cowboy" pictures, with an authentic, colorful setting. Cene Tierney and Rory Calhoun in an exciting story of South America's "wild west" country. Highly recommended to audiences who know what they like but like it different. Picture has been pre-sold with blanket posting of the strong 24-sheet, which you can use for striking lobby and marquee display. Other posters and accessories equally good. The herald keys the campaign in a majority of situations, because it sells action and excitement in a new background. Newspaper ad mats are both numerous and varied in style, but tell your patrons that the "Gauchito" is a real, wild western cowboy they'll be glad to know. A set of teaser ads have action, and the big 35c economy mat contains ten assorted mats sufficient to take care of any small situation. You can't get more for your money in this business. Use a publicity mat to prove what an Argentine cowboy looks like. Play up Rory Calhoun, Hollywood's exciting new star, who will wrap up a new public in this picture. Technicolor trailer powerfully pre-sells the spectacular scenes. Cultivate your school authorities with this story of the Pampas.

→ **OUTDOOR REFRESHMENT SERVICE** from Coast to Coast over 1/4 Century

→ **Refreshment Service for DRIVE-IN THEATRES**

→ **SPORTSERVICE CORP.** Phone MA 5014
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1327 E. WABASH AVE., CHICAGO
 420 NINTH AVENUE, NEW YORK

"What the Picture did for me"

Columbia

BLONDIE BRINGS UP BABY: Penny Singleton, Arthur Lake—Good reissue.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

FAMILY SECRET, THE: John Derek, Lee J. Cobb—My patrons liked this little picture.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

Metro-Goldwyn-Mayer

CARBINE WILLIAMS: James Stewart, Wendell Corey—Although I think we made a mistake in playing this on the weekend, as it is such a good picture, it was a welcome change to strictly action fare, and our patrons agreed. Another fine performance by Stewart which will hold your audience's attention, and a good one from Wendell Corey too as the warden. Not much action, but it makes up for that with a gripping true story and great acting. Played Friday, Saturday, December 5, 6.—Lew Young, Norgan Theatre, Palmerston, Ont., Canada.

GLORY ALLEY: Leslie Caron, Ralph Meeker—Pretty good little picture.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

Monogram

FEUDIN' FOOLS: Leo Gorcey, Huntz Hall—Not up to their average, but people seemed to enjoy it.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

Paramount

GREATEST SHOW ON EARTH: All Star Cast—One of the greatest pictures ever made. Don't miss playing it.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

RKO-Radio

AT SWORD'S POINT: Cornel Wilde, Maureen O'Hara—Good picture and good cast, but my people care little for costume pictures.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

WILD HEART, THE: Jennifer Jones, David Farrar—Whoever decided to film the book, "Gone to Earth," must have regretted it after they saw the finished product. It is a most difficult story to transpose to film. The Canadian print of "Wild Heart" runs 82 minutes, but I'll bet there is plenty they have edited out. The story is jumpy and our audience found it difficult to understand Miss Jones' dialect. Business was terrible. Played Monday, Tuesday, December 1, 2.—Lew Young, Norgan Theatre, Palmerston, Ont., Canada.

Twentieth Century-Fox

LET'S MAKE IT LEGAL: Claudette Colbert, MacDonald Carey—Although the basic story is very familiar to movie-goers—the one of the about-to-be-divorced couple who decide to stay married after the husband has won her love—with players as experienced as Colbert, Carey and Zachary Scott, it turns out to be very amusing and was well liked by our small town patrons. Double billed it with "The Mudlark" to top business. Played Wednesday, Thursday, December 3, 4.—Lew Young, Norgan Theatre, Palmerston, Ont., Canada.

MUDLARK, THE: Irene Dunne, Alec Guinness—Another surprise picture for us! We didn't think a farming community would go for a rather slow moving, essentially English story, but I guess the warmth and humor of a wail (played by Andrew Ray) breaking into Windsor Castle to see Queen Victoria whom he had heard called the Mother of England, has an inter-

... the original exhibitors' reports department, established October 14, 1916. In it theatremen serve one another with information about the box office performance of product—providing a service of the exhibitor for the exhibitor. ADDRESS REPORTS What the Picture Did for Me, Motion Picture Herald, Rockefeller Center, New York 20.

NEW CONTRIBUTORS

Contributions to the What the Picture Did for Me department of the Herald continue to come in from exhibitors who join the ranks of those who find in the department important information of significance. It is, and always has been, the section by and for the exhibitor, with matter very much worth the attention of all branches of the business. The new and welcome contributors:

R. M. CORBIT, Strand Theatre, Birmingham, Ala.

JOHNNY HARWELL, Palace Theatre, Gastonia, N. C.

JAMES A. LA MAR, Mustang Theatre, Megaret, Texas.

H. J. QUARTEMONT, Metro Theatre, Prairie du Chien, Wis.

CHARLES R. REYNOLDS, Marco Theatre, Waterford, Calif.

LEW YOUNG, Norgan Theatre, Palmerston, Ont., Canada.

national appeal. Anyhow, our patrons liked it and business was fine. Played Wednesday, Thursday, December 3, 4.—Lew Young, Norgan Theatre, Palmerston, Ont., Canada.

WE'RE NOT MARRIED: Ginger Rogers, David Wayne—This was O.K. but business wasn't even average. Several people told me they didn't like Louis Calhern in this picture.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

Universal

FRANCIS GOES TO WEST POINT: Donald O'Connor, Lori Nelson—One of the best of the "Francis" series. Army background lent itself very well to this comedy. Very good business. Played Sunday, Monday, Tuesday, November 9, 10, 11.—H. J. Quartermont, Metro Theatre, Prairie du Chien, Wis.

HAS ANYBODY SEEN MY GAL? Piper Laurie, Charles Colson—Excellent. Received many compliments on this picture.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

SALLY AND SAINT ANNE: Ann Blyth, Edmund Gwenn—Ann Blyth has proven herself one of the best actresses of our time. She played the part of Sally very well and should be fully rewarded. The story was excellent, and this is the kind of picture of which we should have more. The only fault I have about the picture is that the title is confusing. Because of this, business was very poor—I believe with another title our business would have been better. Played

Sunday, Monday, October 19, 20.—Jerry B. Walden, Crest Theatre, Seagoville, Texas.

SPY HUNT: Howard Duff, Marta Toren—Every actor who has ever appeared as a spy seems to have been engaged by Universal to appear in this film. Walter Slezak, Philip Dorn, Robert Douglas, among others. In fact, the only missing spy was Erich Van Stroheim. The story was rather juvenile, and although double billed, we had very little business on this rather routine picture. Played Monday, Tuesday, December 1, 2.—Lew Young, Norgan Theatre, Palmerston, Ont., Canada.

Shorts

Columbia

CHAMP'S A CHUMP, THE: Comedy Favorite—Good reissue comedy with "Big Boy" Williams and Louis Prima.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

HOLIDAY LAND: Color Favorite—Excellent cartoon. Don't fail to play this one.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

Metro-Goldwyn-Mayer

IN CASE YOU'RE CURIOUS: Pete Smith Specialty—In this, Dave O'Brien is a Hollywood script writer who acts out all his comedy script situations for the approval of his frozen faced partner. As usual, they provoke loud audience laughter.—Lew Young, Norgan Theatre, Palmerston, Ont., Canada.

PUSH BUTTON KITTY: Technicolor Cartoon—An excellent Tom & Jerry cartoon which was very well liked by everyone.—Jerry B. Walden, Crest Theatre, Seagoville, Texas.

PUTTIN' ON THE DOG: Technicolor Cartoon—Another amusing Tom & Jerry cartoon. Where Fred Quimby gets all his story ideas from is beyond me, but they all seem fresh treatments of the best tried gags.—Lew Young, Norgan Theatre, Palmerston, Ont., Canada.

REDUCING: Pete Smith Specialty—Another very funny Pete Smith comedy which features a fat lady who Smith introduces as Maggie Mish-Mosh. Miss Mish-Mosh in her efforts to reduce will give your audience lots of laughs.—Lew Young, Norgan Theatre, Palmerston, Ont., Canada.

Monogram

PIGSKIN PALOOKA: Little Rascals—Another good Little Rascal comedy.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

Paramount

ATHLETES OF THE SADDLE: Sportlights—Good! Features horse training, jumping, etc. in Mexico.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

HOLD THE LION PLEASE: Noveltoon—It's a good color cartoon.—Francis Gill, Paonia Theatre, Paonia, Colo.

RUGGED RANGERS: Sportlights—Very good Sportlight, showing the training of the Army Rangers.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

Program Change Seen By Morgan

A new approach to programming is resulting in the regaining of a sizable segment of the so-called "lost audience," according to Oscar Morgan, Paramount short subjects and newsreel sales manager, in a report on the initial phase of an investigation into marketing conditions. Mr. Morgan will make additional studies before February when the company's short subjects program for 1953-54 will be determined.

"No longer is programming a matter of time-filling to showmen," Mr. Morgan said. "They have taken cognizance of the great national magazines' profound influence on public entertainment values and tastes; that is to say they have come to realize that just as such magazines maintain a proper balance of reading entertainment and enlightenment in the form of features, stories, serials, oddities and special departments and columns, so must the motion picture theatre balance its program instead of overweighing it with features at the expense of such entertainment as cartoons, newsreels and other short subjects.

"The exhibitors realize, too, that to deprive their patrons of the film counterparts of magazine oddities, sports items, news reports, etc., is to create in the customers' subconscious minds the feeling of having been cheated of part of that to which theatre patrons are entitled in return for the admission price paid.

"This new exhibitor attitude is reflected in theatre newspaper advertisements as well as on the screen. In city after city which I visited I found advertisements for features also listing by title the short subjects.

"And because the intelligent exhibitor now knows his customers regard newsreels as a necessary part of the pattern of keeping well-informed in these times, he is demanding that his newsreels be new and not two or more weeks old—this despite the extent to which television can provide quick news."

Joel Real Shouts For "The Quiet Man"

The biggest noise in Oklahoma City was Joe Real's shouting about "The Quiet Man" at the Midwest theatre, where he had the local cooperation of Catholic clergy, as well as the national approval of the General Federation of Women's Clubs, on his side. Various clubs, civic and social, took up the clamor for the picture, three weeks in advance. "Miracle of Fatima" got a similar reception with Msgr. John J. Walde, who conducts a local radio program, on the air for the Warners' film. The Southwest Courier, official organ of the Diocese of Oklahoma City and Tulsa, were strong in their approval, and the Bishop saw the film in advance and was lavish in his praise of the production.

Short Product in First Run Houses

NEW YORK—Week of Dec. 15

ASTOR: Bonnie Scotland Republic
Feature: Limelight United Artists

CAPITOL: Gymnastic Rhythms MGM
The Great Who Dood It Universal
Down the Nile Warners
Feature: Because of You Universal

CRITERION: Color Rhapsodies Nemeth
Feature: Hans Christian Andersen RKO

GLOBE: Daffy Doodles Warners
Rodriguez Story United Artists
Feature: Kansas City Confidential United Artists

MAYFAIR: Moose on the Loose 20th-Fox
Sails and Blades 20th-Fox
Feature: Thief of Venice 20th-Fox

PARAMOUNT: Littlest Expert on
Cowboys Paramount
Rudolph, The Red-Nosed Reindeer
Metropolitan
Log Jam RKO
Feature: Stop, You're Killing Me Warners

RIVOLI: Light in the Window 20th-Fox
Feature: Snows of Kilimanjaro 20th-Fox

MUSIC HALL: Pluto's Christmas Tree
Disney-RKO
Feature: Million Dollar Mermaid MGM

CHICAGO—Week of Dec. 15

EITEL'S PALACE: The Birth of Venus 20th-Fox
Pluto's Christmas Tree Disney-RKO
Feature: Plymouth Adventure MGM

ESQUIRE: Toulouse-Lautrec Classic
Push-Button Kitty MGM
Feature: Hour of 13 MGM

STATE LAKE: Pink and Blue Blues Columbia
Feature: Snows of Kilimanjaro 20th-Fox

WOODS: Dinky and the Wise Quacks 20th-Fox
Feature: Pony Soldier 20th-Fox

Devise "Bali" Trailers For Television Networks

Seven special video trailers for "Road to Bali" will be carried by the CBS and NBC networks across the country, Paramount has announced. Titled "Great Moments in History with Bing Crosby and Bob Hope" the trailers do not contain scenes from the picture, but are in effect seven short subjects. The video saturation campaign will reach 60,000,000 persons, it is estimated.

Chicago Newspaper Asks For "Movie" Limericks

The Chicago Herald-American, which in the past has gained favorable mention among exhibitors and other members of the motion picture industry for cooperation in

publicity and special events at theatres, last week announced a weekly limerick contest, with a \$25 cash first prize and theatre passes awarded for the best limericks using "going to the movies" as their theme. The contest announcement said, "Confidentially our limerick editor, having mislaid his rhyming dictionary, is running out of ideas and is delighted to have the public take over."

Plymouth Cooperation

Lou Cohen, manager of Loew's Poli theatre, Hartford, another who found the Plymouth dealer in his city even more anxious than the Chrysler Corporation nationally, to get on board the cooperative advertising campaign for "Plymouth Adventure."

M-G-M TRADE SHOW—DEC. 29th

"ROGUE'S MARCH"

ALBANY	20th-Fox Screen Room	1052 Broadway	12/29	2 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	12/29	2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	12/29	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	12/29	2 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	12/29	1:30 P.M.
CHICAGO	Warner Screen Room	1307 S. Wabash Ave.	12/29	1:30 P.M.
CINCINNATI	RKO Palace Bldg., Sc. Rm.	16 East Sixth Street	12/29	8 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Ave.	12/29	1 P.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	12/29	2:30 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	12/29	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	12/29	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2311 Cass Avenue	12/29	1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room	236 No. Illinois St.	12/29	1 P.M.
JACKSONVILLE	Florida State Screen Room	128 East Forsyth Street	12/29	2 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	12/29	1:30 P.M.
LOS ANGELES	United Artists' Sc. Room	1851 S. Westmoreland	12/29	2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	12/29	12 Noon
MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	12/29	1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	12/29	8 P.M.
NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	12/29	2 P.M.
NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	12/29	1:30 P.M.
NEW YORK	M-G-M Screen Room	830 Ninth Avenue	12/29	2:30 P.M.
OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	12/29	1 P.M.
OMAHA	20th-Fox Screen Room	1602 Davenport St.	12/29	1 P.M.
PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	12/29	2 P.M.
PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	12/29	2 P.M.
PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	12/29	2 P.M.
ST. LOUIS	S'Ranko Art Theatre	3143 Olive Street	12/29	1 P.M.
SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	12/29	1 P.M.
SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	12/29	1:30 P.M.
SEATTLE	Jewel Box Preview Thea.	2314 Second Ave.	12/29	1 P.M.
WASHINGTON	RKO Screen Room	932 New Jersey Ave., N.W.	12/29	2 P.M.

M-G-M presents "ROGUE'S MARCH" starring Peter Lawford • Richard Greene • Janice Rule
Leo G. Carroll • John Abbott • Directed by Allan Davis • Written and Produced by Leon Gordon

INDEPENDENT FILM BUYERS REPORT ON PERFORMANCE

Film buyers of independent circuits in the U.S. rate current product on the basis of its performances in their theatres. This report covers 118 attractions, 4,984 playdates.

Titles run alphabetically. Numerals refer to the number of engagements on each attraction reported. The tabulation is cumulative. Dagger (†) denotes attractions published for the first time. Asterisk (*) indicates attractions which are listed for the last time.

Ex means Excellent; AA—Above Average; AV—Average; BA—Below Average; PR—Poor.

THE FILM BUYER'S RATING

	EX	AA	AV	BA	PR
Affair in Trinidad (Col.)	8	6	14	10	4
Apache War Smoke (MGM)	—	5	2	3	—
Assignment—Paris (Col.)	—	—	3	3	—
Atomic City (Para.)	—	1	1	25	16
Because of You (Univ.)	5	12	7	2	—
Because You're Mine (MGM)	—	10	18	18	4
Beware, My Lovely (RKO)	—	1	—	2	2
Big Jim McLain (WB)	3	27	35	9	4
Big Sky, The (RKO)	1	25	34	11	1
Bonzo Goes to College (Univ.)	—	11	22	7	—
Brave Warrior (Col.)	—	—	5	14	1
Brigand, The (Col.)	—	—	3	5	4
California Conquest (Col.)	1	2	13	10	2
Captain Pirate (Col.)	—	—	2	1	13
Caribbean (Para.)	—	3	11	14	6
Carrie (Para.)	—	—	11	17	8
Carson City (WB)	—	26	42	16	3
Clash by Night (RKO)	—	11	31	16	5
Crimson Pirate (WB)	1	15	27	12	—
Cripple Creek (Col.)	—	8	15	8	—
Denver and Rio Grande (Para.)	—	—	27	20	18
Devil Makes Three, The (MGM)	—	—	9	6	2
Diplomatic Courier (20th-Fox)	1	3	15	32	18
Don't Bother to Knock (20th-Fox)	1	7	34	22	2
Dreamboat (20th-Fox)	1	12	26	22	17
Duel at Silver Creek (Univ.)	2	10	26	9	3
Encore (Para.)	—	1	3	1	2
Everything I Have Is Yours (MGM)	—	7	13	5	—
Fearless Fagan (MGM)	—	4	15	14	14
Faudin' Fools (Mono.)	2	7	3	—	—
Francis Goes to West Point (Univ.)	13	37	24	7	12
Glory Alley (MGM)	—	1	12	9	5
Golden Hawk, The (Col.)	—	—	3	3	2
Greatest Show on Earth, The (Para.)	66	22	4	—	1
Has Anybody Seen My Gal? (Univ.)	2	28	45	10	2
Hallgate (Lippert)	—	2	7	7	3
Here Come the Marines (Mono.)	2	2	12	—	—
High Noon (UA)	7	34	19	6	—
Holiday for Sinners (MGM)	—	—	1	3	1
Horizons West (Univ.)	—	1	2	5	5
Hurricane Smith (Para.)	—	—	9	6	1
I Dream of Jeanie (Rep.)	—	2	18	18	15
Iron Mistress, The (WB)	3	8	2	—	—
Island of Desire (UA)	—	10	27	5	3
Ivanhoe (MGM)	9	1	—	—	—
Ivory Hunter (Univ.)	1	6	28	8	11
Jumping Jacks (Para.)	33	27	12	9	1
Jungle, The (Lippert)	—	—	2	3	—
Just Across the Street (Univ.)	—	2	18	14	10
Just for You (Para.)	4	15	21	7	2
Kangaroo (20th-Fox)	1	2	36	28	20
*King Kong (RKO)	3	15	16	12	3

	EX	AA	AV	BA	PR
Lady in the Iron Mask (20th-Fox)	—	—	1	5	3
Les Miserables (20th-Fox)	—	2	11	3	1
Lost in Alaska (Univ.)	2	22	34	11	5
Lovely to Look At (MGM)	13	41	24	20	3
Lure of the Wilderness (20th-Fox)	30	29	14	12	3
Lusty Men (RKO)	—	6	5	2	1
Lydia Bailey (20th-Fox)	1	15	56	12	3
Merry Widow, The (MGM)	4	14	31	23	2
Miracle of Fatima, The (WB)	1	4	5	—	1
Monkey Business (20th-Fox)	2	26	20	7	1
Montana Territory (Col.)	—	8	12	5	4
My Man and I (MGM)	—	—	2	—	7
My Wife's Best Friend (20th-Fox)	—	—	8	8	3
*No Room for the Groom (Univ.)	1	4	8	20	5
O. Henry's Full House (20th-Fox)	—	4	13	10	1
One Minute to Zero (RKO)	3	39	17	5	—
Operation Secret (WB)	—	2	2	2	—
Outcast of the Islands (UA)	—	5	5	4	3
Outlaw Women (Lippert)	3	8	—	—	—
Pat and Mike (MGM)	2	27	39	30	9
Paula (Col.)	—	2	14	12	10
†Pony Soldier (20th-Fox)	—	3	2	1	—
†Prisoner of Zenda (MGM)	—	3	8	3	—
Quiet Man, The (Rep.)	7	21	10	9	—
Quo Vadis (MGM)	38	32	1	4	—
Raiders, The (Univ.)	—	—	2	5	—
Rainbow 'Round My Shoulder (Col.)	—	3	14	9	2
Rose Bowl Story, The (Mono.)	—	1	8	5	4
Sally and Saint Anne (Univ.)	—	2	23	15	17
*San Francisco Story (WB)	1	3	24	17	10
†Savage, The (Para.)	1	2	3	5	1
Scaramouche (MGM)	6	35	47	31	2
Scarlet Angel (Univ.)	—	2	28	17	10
She's Working Her Way Through College (WB)	16	42	33	20	3
*Skirts Ahoy (MGM)	8	69	32	2	—
Snows of Kilimanjaro (20th-Fox)	5	9	1	—	—
Somebody Loves Me (Para.)	1	1	18	2	1
Something for the Birds (20th-Fox)	—	1	—	5	9
Son of Ali Baba (Univ.)	—	7	13	9	1
Son of Paleface (Para.)	21	23	17	2	—
Springfield Rifle (WB)	3	13	18	1	2
Steel Trap (20th-Fox)	—	—	4	4	1
Story of Robin Hood (RKO)	5	21	25	10	5
Story of Will Rogers, The (WB)	31	41	18	4	9
Sudden Fear (RKO)	—	9	5	17	2
†Thief, The (UA)	—	1	1	4	—
Three for Bedroom C (WB)	—	—	1	15	6
Toughest Man in Arizona (Rep.)	—	1	4	2	2
Untamed Frontier (Univ.)	—	7	22	21	2
Wagons West (Mono.)	—	—	14	7	1
Wait 'Till the Sun Shines, Nellie (20th-Fox)	2	7	17	25	23
Walk East on Beacon (Col.)	2	8	11	5	6
Washington Story (MGM)	—	—	5	22	27
Way of a Gaucho (20th-Fox)	—	—	4	11	6
We're Not Married (20th-Fox)	4	22	28	21	7
What Price Glory (20th-Fox)	—	16	26	22	10
Where's Charley? (WB)	—	—	14	35	28
Wild Heart, The (RKO)	1	3	16	7	—
Wild Stallion (Mono.)	—	—	4	1	—
Willie and Joe Back at the Front (Univ.)	—	1	19	6	2
*Winning Team, The (WB)	—	8	52	44	6
Woman of the North Country (Mono.)	—	1	8	3	2
World in His Arms, The (Univ.)	3	27	30	6	3
Yankee Buccaneer (Univ.)	—	3	6	4	2
*Young Man With Ideas (MGM)	—	2	15	11	9
You for Me (MGM)	—	—	6	13	8

The Product Digest

Never Wave at a Wac

RKO-Independent Artists — Sophisticated Slapstick

Rosalind Russell, a fine comedienne and a nice box office draw when her material is right, has one of her best scripts in years in "Never Wave at a Wac," a light-hearted adventure of a Washington hostess who, through a terrible fluke, winds up in the Wacs. Miss Russell has never looked better or had any funnier lines to deliver. The same goes for her co-star, Marie Wilson, whose malapropisms have been as carefully tailored to her talents as her uniform. The result is a careful blend of sophistication and slapstick, topical and intelligent, designed for all audiences, without condescension.

Holding up the masculine end of what is essentially a female service comedy are Paul Douglas, Leif Erickson and William Ching. They all are on sure ground in the comic situations, but, let's face it, this is ladies' day in the Army. Perhaps, however, the most noble services have been rendered by director Norman Z. McLeod and screen writer Ken Englund, for their pacing, dialogue, invention and even understatement are above and beyond the call of routine.

The story pictures Miss Russell as one of those svelte, ubiquitous Washington socialites whose cocktail parties are primarily material for gossip columnists. Divorced from Douglas, a textile researcher working for the Army, and engaged to Ching, an Army colonel, Miss Russell connives to get herself a Wac commission and duty in Paris to be near Ching. Her entrance into the Wacs, accompanied by a chauffeur, a maid and a secretary, is the beginning of the real hilarity. Her plans quickly run afoul and she finds herself in basic training at Fort Lee where her *laissez faire* attitude keeps her in hot water constantly.

Douglas also is at the base and, in the process of using her in his research experiments and interrupting her affair with Ching, gets her bounced from the Wacs while at the same time winning back her love. The finale finds her rejoining the Wacs for a serious stab at a commission.

Much of the comedy is furnished by the deceptively sly Miss Wilson, the former Miss Avocado of 1951. "Of course," she tells an Army interviewer, "I sat in a lot of avocados." Her goal in the Army? To get into intelligence, spy branch. Adding to the authenticity and underscoring the comedy is the fact that much of it was filmed at Fort Lee with a generous number of actual service personnel in the cast. The latter includes Gen. Omar Bradley, seen in one hilarious episode illustrating the chain of Army command. Like the rest of the picture, it is all in good fun, worthy of bright promotion and fine grosses.

Frederick Brisson produced for Independent Artists and RKO distribution. The story is by Frederick Kohner and Fred Brady.

Seen at RKO screening room in New York. Reviewer's Rating: Excellent. — VINCENT CANBY.

Release date, January 28, 1953. Running time, 87 minutes. PCA No. 16380. General audience classification. Jo McBain Rosalind Russell
Andrew McBain Paul Douglas
Clara Schneiderman Marie Wilson
William Ching, Arlen Whelan, Leif Erickson, Charles Dingle, Lurene Tuttle, Hillary Brooke, Regis Toomey, Freida Inescort, Louise Beavers, Frances Zucco, Bernedine Simpson, Jeanne Dean, Anita Martell, Marya Marco, Frances Morris, Louise Lorimer, Lucia Carroll, Joan Blair, Barbara Woodell, Madelon Mitchell, Vince Townsend, Jr., Virginia Christine, Olan Soule, Captain Barbara Jane Smith, Lt. Helen Foster, Howard Smith, Allan Frank, Jo Gilbert, Frances Helm, Jane Seymour, Lt. Norma Busse

Hiawatha

Allied Artists—Longfellow in Cinecolor

The story told by Henry Wadsworth Longfellow in the stately cadences of his favorite medium is presented in straightaway action and dialogue by Producer Walter Mirisch with fine dramatic values and without loss of the charm which made the poem an American classic. The picture, filmed in Cinecolor, held a capacity preview audience at the Academy Awards theatre in Hollywood completely in its spell, and drew applause at its closing. The production is a notable achievement to be credited to Mirisch and to his associate producer, Richard Heermance, his director, Kurt Neumann, his writers, Arthur Strawn and Dan Ullman, and his cinematographer, Harry Neumann.

The filming of the poem by Longfellow presented problems of various kinds. The measured narration of the poet had to be enlivened, and Mirisch made it a point to throw in a hot-tempered killing at almost the very beginning of the film. How to write dialogue that would convey the Longfellow story without falling into the rhythm of the poem was no simple question. It was answered by giving the Indians plain every-day English lines to speak in every-day fashion, with no poetic phrasing or expression undertaken. Only at the start and close of the picture are a few lines of the poem spoken, by an off-screen narrator.

The story of Hiawatha is a bit too well known for repetition in synopsis here. The important fact about it is that it comes out in the Mirisch production a story of Indian life, customs and conflicts in the America of the Ojibways, the Illinois and Dacotahs, before the coming of the whites, and that it retains the charm of the poem without utilizing the devices of poetry, and in spite of the swift and sometimes bloody melodrama contained in it.

Previewed at the Academy Awards theatre, Hollywood, where an audience composed prin-

cipally of press and profession registered high approval. Reviewer's Rating: Excellent. — WILLIAM R. WEAVER.

Release date, December 28, 1952. Running time, 80 minutes. PCA No. 16068. General audience classification. Hiawatha Vincent Edwards
Minnehaha Yvette Dugay
Keith Larsen, Gene Igelsias, Armando Silverstre, Michael Tolson, Ian MacDonald, Katherine Emery, Morris Ankrum, Stephen Chase, Stuart Randall

The Redhead from Wyoming

Universal-International—Western

The windup battle in this Leonard Goldstein production in color by Technicolor is epic. Lengthy, gory and really exciting, it helps greatly a picture which is generally within the Western formula. The acting is adequate, none of the characters developing, mainly because of the dialogue. Lee Sholem directed from a screenplay by Polly James and Herb Meadow, working from a Polly James story.

The story has Maureen O'Hara the pretty and trusting yet shrewd girl set up in the Wyoming town as a gambling house proprietor and cattle buyer. The setting up is done by an old associate in such matters, William Bishop. He merely tells her he's ambitious to become governor. What he doesn't tell her is that he has gunmen in the hills rustling cattle from a nasty cattle baron to add to her herd; and that he hopes the baron will war on the townspeople, whom he ostensibly champions; and that his gunmen will step in at the end and take over.

He also frames her for both the rustling and murder, still posing as her champion. This nefariousness goes awry because a lowly, ill-paid sheriff, Alex Nicol, becomes curious. He also falls in love with Miss O'Hara, and she unwillingly returns the feeling. The pair succeed in having the townspeople and the cattle baron unite to do battle with the gunmen. And that's a lot of battle.

Seen at the New York projection room. Reviewer's Rating: Good. — FLOYD STONE.

Running time, 80 minutes. Release date, January, 1953. PCA No. 16124. General audience classification. Kate Maxwell Maureen O'Hara
Stan Blaine Alex Nicol
Reece Duncanson Alexander Scourby
Myra Jeanne Cooper
Jim Averell William Bishop
Clairette Thornton, Palmer Lee, Jack Kelly, Ray Bennett, Joe Bailey, Rush Williams, Dennis Weaver, David Alpert, Joe Bassett, Stacey Harris, Betty Allen, Bob Strauss, Larry Hudson

Member of the Wedding

Columbia-Kramer—Distorted Youngster

Having appeared as a book and a hit Broadway play, Carson McCullers' sensitive portrait of a girl's painful entrance into adolescence now completes the cycle in film form. The picture has been made from the play with reverential awe by Stanley Kramer, in a virtually verbatim fashion.

The theme is a difficult one to present to a (Continued on following page)

**SHOWMEN'S REVIEWS
ADVANCE SYNOPSSES
SHORT SUBJECTS
THE RELEASE CHART
COMPANY'S CHART**

(Continued from preceding page)

large general audience. It employs the conspicuous talents of the original Broadway cast—Ethel Waters, Julie Harris and Brandon De Wilde—but in so doing it lacks marquee appeal. The film's greatest attraction will be to the ultra-intellectual audience. It can be merchandised via a prestige approach and may be well received in urban areas and specialized houses.

There is a modicum of action as Miss Harris portrays the girl who is too old for her younger playmates and too tomboyish for her more feminine friends. Closeups have been used excessively so that the girl's dream world has not been established sympathetically and the hiatus of the adult world is not definitely shown. Too much of the narrative is developed in dialogue.

The story is largely the thoughts and emotions of Miss Harris as she identifies herself in the universe for the first time by "belonging" to her brother, Arthur Franz, his fiancée, Nancy Gates, and their wedding. She cannot comprehend, despite Miss Waters' warnings, that she cannot accompany the two on their honeymoon. Her attempts to do so are roughly foiled by her father, William Hansen. Rejected, she does not respond to kind treatment by Miss Waters and younger child friend De Wilde, but goes on a telescoped tour of the slazier section of the town. She enters a cafe and talks to drunken soldier Dick Moore, who attempts to kiss her and is hit over the head with a bottle. She returns home to find Wilde dead. Eventually she recovers from the "wedding" and the death, and falls into the usual adolescent ways of a youngster her age.

Fred Zinnemann directed and has allowed the principals full sway in the exhibition of ultra-realistic histrionics. Edna and Edward Anhalt are credited with the screenplay. Others in the cast are James Edwards, Harry Bolden, Danny Mummert, June Hedin and Ann Carter.

Seen in the home office projection room. Reviewer's Rating: Good.

Release date, not set. Running time, 91 minutes. PCA No. 16047. General audience classification. Berenice Sadie Brown.....Ethel Waters Frankie Addams.....Julie Harris John Henry.....Brandon De Wilde Larvis.....Arthur Franz Nancy Gates, William Hansen, James Edwards, Harry Bolden, Dick Moore, Danny Mummert, June Hedin, Ann Carter

Torpedo Alley

Allied Artists—Submarine Service
Story

Although the names of Mark Stevens, Dorothy Malone, Charles Winninger and Bill Williams make up a marquee quartette of considerable weight, and all their performances in the personal story told in the picture are up to par as to quality, the background story of the submarine, its men and their training, its risks and their responsibilities, is the predominant element in this attraction.

This story of the submarine is so skillfully worked into the flow of the personal narrative as to add to the film the substantial impact of the documentary without incurring the tedium of that medium (example: an observer learns without trying that a submarine costs \$12,000,000 and carries a crew of 85; how submarines are being used in the Korean conflict, etc., and etc.) Details of submarine operation, together with training of personnel, round out a satisfying 84 minutes.

The production is by Lindsay Parsons, with John H. Burrows serving as associate producer, and with Commander B. R. Van Buskirk (Ret.) and Rear Admiral Thomas M. Dyer (Ret.) as technical advisers. Direction is by the dependable Lew Landers, and the writing credit goes to Sam Roeca and Warren Douglas, who did their best to keep the story from following too closely in the footsteps of the hundreds of service stories that have gone before.

Stevens plays a Navy flier who is picked up from the sea, after having frozen at the controls during combat, at the cost of his crew's lives, by a submarine on which Douglas Kennedy is

executive officer. At war's end Stevens finds civilian employment no balm for his sense of guilt and rejoins the Navy, signing up for submarine service, in which he again meets Kennedy and also Kennedy's girl, Miss Malone. While she's getting around to making up her mind between the men, the Korean fighting begins, the men are ordered to sea, and Stevens proves, in the course of leading a landing party which blows up a tunnel, that he is no coward.

Previewed at the studio. Reviewer's Rating: Good.—W. R. W.

Release date, January 25, 1953. Running time, 84 minutes. PCA No. 16059. General audience classification.

Bingham.....Mark Stevens Susan.....Dorothy Malone Bill Williams, Charles Winninger, Douglas Kennedy, James Millican, Bill Henry, James Seay, Robert Rose, John Alvin, Carleton Young, Ralph Sanford

The Pathfinder

Columbia—Action Drama

An attractive historical adventure drama in color by Technicolor has been turned out by producer Sam Katzman. Based on the novel by James Fenimore Cooper, "The Pathfinder" bristles with action, combat and historical overtones, all of it in formula style. The lead and title role is played by George Montgomery, with top billing shared by Helena Carter. It is the type of film that is easy to take. The youngsters especially should respond.

The story is set in the year 1754 with both France and England seeking to gain control of the prized American territory around the Great Lakes. On the side of the English are the peaceful Mohicans while the war-like Mingos are lined up with the French. As the story opens the Pathfinder beholds the atrocities of the Mingos and in rage decides to aid the English. He agrees to become a scout for the English and do some espionage work around a French supply center. As he speaks no French, it is decided to provide him with an interpreter. The interpreter turns out to be Miss Carter.

As one might expect, each becomes competitive with the other and a lot of innocent differences arise as they infiltrate enemy territory. However, faced with the common danger of the enemy, both are brought closer together, until finally love flowers.

Throughout the screenplay by Robert E. Kent there are skirmishes with Indians and dangerous calls in general. The finale sees Montgomery and Miss Carter captured and doomed to death as spies. It takes some brisk action by Montgomery and a fortunately-timed attack by the British to save the day.

Sam Katzman produced and Sidney Salkow directed.

Seen at the home office projection room. Reviewer's Rating: Good.—MANDEL HERBSTMAN.

Release date, January, 1953. Running time, 78 minutes. PCA No. 15963. General audience classification.

Pathfinder.....George Montgomery Welcome Alison.....Helena Carter Chungachhook.....Jay Silverheels Walter Kingsford, Rodd Redwing, Stephen Bekassy, Elene Verdugo, Bruce Lester, Chief Yowlachie, Ed Coch, Jr., Russ Conklin, Vi Ingraham, Adele St. Maur

Target Hong Kong

Columbia—Spy Melodrama

A routine spy melodrama is spun out against an Oriental background in "Target Hong Kong." The film is modest in proportions, and what it lacks in creative imagination it somewhat makes up in action.

Richard Denning plays an American soldier of fortune in Hong Kong who becomes embroiled in the fighting between the Nationalists and the Communists. Lining up with the Nationalists, he pits himself against all sorts of Red villainy and intrigue. At a gambling casino, which is a spy hangout, he meets pretty Nancy Gates and thus the screenplay by Herbert Purdum has its romantic angle.

The story's main source of suspense comes

from the fact that a supposed Nationalist underground worker is actually a plotter in the Communist cause. As the narrative develops there are outbursts of fighting, occasional murders, and numerous close calls for Denning. An objective of the Communists is the destruction of the Hong Kong military headquarters by a bomb to be floated though the city's sewers. It becomes Denning's task to locate the bomb, a mission he completes in the nick of time.

All sorts of sinister looking characters round out the cast. Wallace MacDonald produced and Fred F. Sears directed.

Seen at the home office projection room. Reviewer's Rating: Fair.—M. H.

Release date, not set. Running time, 66 minutes. PCA No. 16045. General audience classification.

Mike Lassiter.....Richard Denning Ming Shan.....Nancy Gates Richard Loo, Soo Yong, Ben Astar, Michael Pate, Philip Ahn, Henry Kulky, Victor Sen Yung, Weaver Levy, Kam Tong, Robert W. Lee

Babes in Bagdad

U.A.-Danziger—Arabian Nightmare

This has a lot of exploitation angles, including of course Gypsy Rose Lee, but nevertheless is limited in appeal. Rarely has there been so much promise of sex high-jinks with so little performance. In actuality, even in dialogue except for some stretching for double entendre, this is comparatively chaste, considering the possibilities. Gypsy Rose Lee does not do a strip tease; Paulette Goddard is not particularly sexy, even though she rolls her eyes, and the closest approach to peeking is a goat's milk bath, but the camera is awfully far away.

The nonsensical story has to do with the brave Richard Ney, godson of the Caliph, who comes to Bagdad to uncover corruption, and he does, defeating the sinister influences near the Kadi, John Boles, and winning himself a wife, Miss Goddard. To do this, he has to tame the arrogant Kadi into humanity and humility. He also wins a wager with his godfather, and is allowed to marry only one woman.

Responsible for this are the Danzigers, Edward J. and Harry Lee, and director Edgar Ulmer. They worked from a screenplay by Felix Feist and Joseph Anson. Reuben Levy and John Roeburt are given credit for "additional dialogue." The color, which helps greatly, is Exoticolor.

Generally, although the plot, dialogue and humor are juvenile, and the costuming actually comparatively modest the theme throughout is so much a piece of titillation, a sort of refined burlesque, that it would seem to be better recommended for those past adolescence.

Seen at the New York projection room. Reviewer's Rating: Fair.—F. S.

Release date, December 7, 1952. Running time, 79 minutes. PCA No. 15789. Adult audience classification.

Kyra.....Paulette Goddard Zohara.....Gypsy Rose Lee Ezar.....Richard Ney Hassan.....John Boles Sharkan.....Thomas Gallagher Sebastian Cabot, MacDonald Parke, Natalie Benesh, Hugh Dempster, Peter Bathurst

The Gambler and the Lady

Lippert-Exclusive—Melodrama

This melodrama, produced in England by Exclusive Films, presents Dane Clark, the only American film personality in the cast, as an American ex-convict operating a night club in London, and desirous of crashing English society. This is quite a reach for the actor, although a role cut to his pattern, but he handles it well enough to satisfy the requirements of a film that is clearly British in origin and no serious threat to the American melodrama championship in point of suspense, realism or impact. The feature split a bill with "Plymouth Adventure" in a Los Angeles first run, and that's a better measure of it than words are.

In the production by Anthony Hinds, and under the co-direction of Sam Newfield and

Patrick Jenkins, Clark, a mobster whose temper has netted him a murder and a jail stretch for same back in the States, sustains an attack of social ambition which moves him to drop the night club dancer who loves him in favor of a socialite who, he fancies, can get him accepted in society. It proves less than easy, even than safe, but he manages to make seeming headway until the dancer (played by Kathleen Byron) runs him down with her car, ending both his ambition and his breathing. Appropriate secondary plot lines are run out by British actors in their usual highly accomplished manner.

Reviewed at Loew's State theatre, Los Angeles, where it played satisfactorily. Reviewer's Rating: Average.—W. R. W.

Release date, December 26, 1952. Running time, 72 minutes. PCA No. 15968. General audience classification.

The Gambler Dane Clark
The Lady Naomi Chance
Meredith Edwards, Anthony Forwood, Eric Pohlmann, Julian Somers, Anthony Ireland, Max Bacon, Mona Washbourne

FOREIGN REVIEWS

TWO CENTS WORTH OF HOPE

Times Film Corporation—Italian with English subtitles

One of the better imports, this still has an impact likely to be distasteful to the run-of-the-mine patron. Depicting the clash between the placid optimism of an Italian boy, the furious hope of an Italian girl, both growing to love each other—and the grimness of life in southern Italy, this is heavily effective. Life there indeed defeats the best intentioned, and there is no hope and no future, despite a contrived climax.

Director Renato Castellani, working with actors of intelligence and subtlety, and from a story he wrote with Titina de Filippo, has created one of those pieces of film art the discriminating will admire. In Europe this has received much acclaim, and should certainly receive as much here among the people for whom it has appeal.

Maria Fiore is excellent as the budding young woman, who means to have her man despite his unemployment and her father's opposition, and whose stratagems mostly embarrass and defeat him. Vincenzo Musolino is slow and optimistic, finally driven to anger and spirit, as the young man who does anything from ditch digging to ringing bells, to selling blood, so he can support his mother and his sisters, marry off one sister, and possibly marry Miss Fiore. The supporting cast is flawless and some "bits" are precious and memorable.

Seen in a New York projection room. Reviewer's Rating: Excellent.—F. S.

Release date, December, 1952. Running time, 107 minutes. Adult audience classification.

Carmela Maria Fiore
Antonio Catalano Vincenzo Musolino
Filomena Russo, Felicia Lettieri, Luigi Asanarita, Gina Mascetti, Alfonso Del Sordo

FORBIDDEN GAMES

Times Film Corp.—French with English subtitles

"Forbidden Games" comes to the United States already having been hailed abroad as one of the most distinguished French films of the last two decades. This kind of advance publicity, plus the nearly unanimous praise from American lay critics, seems to assure it of fine audience response in selective theatres across the country. It's an exceptional, adult production, distinguished primarily by the performance of a little five-year-old girl, Brigitte Fossey. There have been in recent years, some remarkable performances by children, but this one tops them all.

The film, in effect, is shattering tragedy told in terms which are often as highly comic as they are moving. It's a picture of the slowly devastating effects of war on the minds of children, particularly Brigitte who, orphaned during the exodus from Paris in 1940, is picked up by a

family of garrulous peasants. More immediately concerned with the death of her dog than the loss of her parents, the little girl and a 10-year-old peasant boy become fast friends when he helps her bury the pet.

The two, somewhat enchanted by their idea of religious ceremony, decide to start a secret animal cemetery for which the little boy sets about stealing crosses from the local cemetery. This, in turn, aggravates a local feud between the boy's unknown father and a neighboring farmer, and climaxes in the children's exposure and the sending of Miss Fossey to an orphanage.

Such a synopsis cannot possibly convey the film's overwhelming impact as the little girl suddenly emerges from the dream-like events of war and the farm to realize that she is completely alone in the world. Various audiences and critics undoubtedly will read a great many more meanings into the film than are immediately seen in the story leading to the kind of discussion which creates business and reputation.

The production, winner of the Grand Prize of the Venice Film Festival of 1952, was directed by Rene Clement, produced by Robert Dorfman, from an original story by Francois Boyer. The adaptation is by Jean Aurenche, Pierre Bost and Clement. Performances by the rest of the cast, including Georges Poujouly as the boy, are excellent. So too is the camerawork of Robert Juillard and Jacques Robin, which makes the coolness and sunlit clarity of the French Alps locale an essential part of the film. Spanish folk songs played on a mandolin provide the spare and haunting musical background. The subtitles, however, are barely adequate.

Seen at the Little Carnegie theatre in New York. Reviewer's Rating: Excellent.—V. C.

Release date, December, 1952. Running time, 89 minutes. Adult audience classification.

Paulette Brigitte Fossey
Michel Georges Poujouly
Lucien Hubert, Suzanne Courtal, Jacques Marin, Laurence Badie, Andre Wasley, Amedee, Louis Saineteve

ADVANCE SYNOPSSES

OFF LIMITS

(Paramount)

PRODUCER: Harry Tugend. DIRECTOR: George Marshall. PLAYERS: Bob Hope, Mickey Rooney, Marilyn Maxwell.

COMEDY. Bob Hope, a military policeman and formerly a fight trainer, meets Mickey Rooney in the Army and decides to train him for the championship. Bob's motives are many, including his wanting to impress Rooney's beautiful blonde aunt, Marilyn Maxwell. The climactic bout is successful as well as Bob's pursuit of Miss Maxwell.

THE MAVERICK

(Allied Artists)

PRODUCER: Vincent M. Fennelly. DIRECTOR: Thomas Carr. PLAYERS: Wild Bill Elliott, Phyllis Coates.

WESTERN. Wild Bill Elliott leads a party of U.S. cavalrymen to stop the illicit attempts of some cattlemen to drive off a group of homesteaders. The cattlemen have hired a band of outlaws to do the dirty work. Elliott captures the ruffians but has a rough three-day ride to the nearest fort where they can be deposited. He does, however, find time for a little romance with Phyllis Coates.

SEMINOLE

(Universal-International)

PRODUCER: Howard Christie. DIRECTOR: Budd Boetticher. PLAYERS: Rock Hudson, Barbara Hale, Anthony Quinn. Technicolor.

WESTERN. This western takes place in Florida in 1835. Rock Hudson, just graduated from West Point is assigned there because he knows the territory and the Seminole Indians. The government wants to send all southern

Indian tribes to reservations out west, but the Seminoles refuse to go. Hudson defends their attitude for which he is under constant admonition from his tyrannical commander, Richard Carlson. Unknown to Hudson, his old friend, Anthony Quinn, is the Seminole chief. Although the Seminoles prefer a peaceful settlement, Carlson attacks them and his troops are almost annihilated. Eventually, Carlson is discredited and Hudson is proved right.

CONFIDENTIALLY CONNIE

(Metro-Goldwyn-Mayer)

PRODUCER: Stephen Ames. DIRECTOR: Edward Buzzell. PLAYERS: Van Johnson, Janet Leigh, Louis Calhern.

COMEDY. As a teacher in a small college town in Maine, Van Johnson doesn't earn enough to permit him to buy steaks for his pregnant wife, Janet Leigh. Though his father, Louis Calhern, is a wealthy Texan, Johnson prefers his independence. When Calhern comes up to visit the young couple, he attempts to adjust their lives. He almost succeeds to the point where there's a happy fadeout.

SHORT SUBJECTS

PLUTO'S CHRISTMAS TREE (RKO)

Walt Disney Technicolor Cartoon (34104)

Pluto has his troubles with Chip and Dale, two chipmunks who are hiding in the fir tree which he and Mickey are trimming for Christmas. Whenever Mickey leaves the room, they give Pluto a hard time, only to remain silent when he appears. During one of the commotions, Mickey discovers them, but some carolers, including Donald Duck, put everyone in a happy mood.

Release date: November 21, 1952 7 minutes

FOREST FANTASY (Paramount)

Kartune in Technicolor (X12-1)

The animals of the forest turn into various musical instruments as they play "Nola." As night falls, the moon turns into the Bouncing Ball as there's a community sing of the favorite, "By the Light of the Silvery Moon."

Release date: November 14, 1952 7 minutes

I LOVE CHILDREN, BUT (MGM)

Pete Smith Specialties (S453)

Pete Smith admires the younger set—but here he shows the type of little monster who makes life difficult for his elders. However, it's all done in the spirit of fun.

FOOTBALL HIGHLIGHTS

RKO Pathe (33,901)

Gridiron thrills and spills of the season just ended are brought back again in this 17-minute subject. It presents the highlights of some dozen games. Games included are: Wisconsin vs. Illinois, Pennsylvania vs. Princeton, Maryland vs. Navy, Mississippi vs. Tulane, Army vs. Columbia, Georgia Tech vs. Duke, Texas vs. Baylor, Michigan State vs. Syracuse, Notre Dame vs. Oklahoma, Yale vs. Harvard, Notre Dame vs. U.S.C., Army vs. Navy.

Release date, December 12, 1952 17 minutes

THE DOG HOUSE (M-G-M)

MGM Technicolor Cartoon (H-435)

Spike, the bulldog, decides to build himself a dog house. However, he doesn't count on interruptions from Tom and complications from Jerry which makes the construction assume mighty proportions.

Release date: November 29, 1952 6 minutes

A SOAPY OPERA (20th-Fox)

Terrytoon in Technicolor (5301)

Oil Can Harry, the wicked cat villain, beats up a stuffed doll image of Mighty Mouse in front of Pearl Pureheart, the rodent's girl friend. Thinking it is Mighty Mouse, she gives in to Harry's demands to work as a slave in his laundry. However, the mouse follows them to the laundry and gives Harry his just desserts.

Release date: January, 1953 7 minutes

THE RELEASE CHART

Index to Reviews and Advance Synopses, with Ratings

Release dates and running time are furnished as soon as available. Advance dates are tentative and subject to change. Running times are the official times supplied by the distributor.

All page numbers on this chart refer to pages in the **PRODUCT DIGEST SECTION** of **MOTION PICTURE HERALD**.

Short Subjects Chart with Synopses Index can be found on pages 1638-1639, issue of December 13, 1952.

Feature Product by Company starts on Page 1653, issue of December 20, 1952.

For exploitation see Managers' Round Table section.

*Following a title indicates a Box Office Champion.

Picture ratings under National Groups are estimates by leading women's organizations and national review committees; A—Adults (over 18 years), Y—Youth (ages 12 to 18), C—Children (ages 8 to 12). Legion of Decency Ratings: (A-1), Unobjectionable; A-2, Unobjectionable for Adults; B, Objectionable in part; C, Condemned.

(S) before a page number indicates advance synopsis.

TITLE—Production Number—Company	Stars	Release Date	Running Time	REVIEWED (S) = synopsis		Nat'l Groups	RATINGS		Herald Review
				Issue	Page		L. of D.		
ABBOTT & Costello Go to Mars (316) Univ.	Abbott & Costello	Apr., '53							
Abbott & Costello Meet Captain Kidd (208) (color)	WB	Dec. 27, '52	70m	Nov. 29	1622				Good
About Face (color) (122)	WB	May 31, '52	94m	Apr. 12	1313	AYC	A-2	Good	
Above and Beyond	MGM	Jan., '53	122m	Nov. 22	1613		A-2	Very Good	
Actors and Sin	UA	Edward G. Robinson-Marsha Hunt	July 18, '52	May 31	1382	AY	A-2	Good	
Affair in Trinidad* (501)	Col.	Rita Hayworth-Glenn Ford	Sept., '52	Aug. 2	1470	A	B	Fair	
African Treasure (5207)	Mono.	Johnny Sheffield-Donna Martell	June 8, '52	May 31	1383		A-1	Good	
Against All Flags (color) (305)	Univ.	Errol Flynn-Maureen O'Hara	Dec., '52	Nov. 29	1621	AY	A-2	Very Good	
Allegany Uprising (384)	RKO	John Wayne-Claire Trevor (reissue)	Sept., '52						
Amazing Monsieur Fabre, The (Fr.) (Eng. Dial.)	Futler	Pierre Fresnay	Aug. 20, '52	Aug. 30	1511		A-1	Very Good	
Androcles and the Lion (368)	RKO	Jean Simmons-Victor Mature	Jan. 9, '53	Nov. 22	1614		B	Very Good	
Angel Face (312)	RKO	Robert Mitchum-Jean Simmons	Feb. 11, '53	Dec. 6	1629		B	Very Good	
Angel Street (Brit.)	Commercial	Anton Walbrook-Diana Wynyard	Nov. 10, '52	Nov. 15	1607			Fair	
Anna (Ital.)	Lux	Silvano Mangano-Vittorio Gassmann	Oct. 12, '52	Aug. 9	1477			Good	
Anything Can Happen (5117)	Para.	Jose Ferrer-Kim Hunter	May, '52	Mar. 1	1253	AYC	A-1	Very Good	
Annie Oakley (383)	RKO	B. Stanwyck-Preston Foster (reissue)	Sept., '52						
Apache Country (471)	Col.	Gene Autry	May, '52	May 24	1374	AYC	A-1	Good	
Apache War Smoke (305)	MGM	Gilbert Roland-Glenda Farrell	Oct., '52	Sept. 20	1533	AY	A-2	Good	
April in Paris (color) (209)	WB	Ray Bolger-Doris Day	Jan. 3, '53	Nov. 15	1605		B	Excellent	
Arctic Flight (5210)	Mono.	Wayne Morris-Alan Hale, Jr.	Oct. 19, '52	Aug. 2	1470		A-1	Good	
Army Bound (5216)	Mono.	Stanley Clements	Oct. 5, '52	July 12	(S) 1443		A-1		
Assignment-Paris (507)	Col.	Dana Andrews-Maria Toren	Oct., '52	Sept. 13	1525	AY	A-1	Good	
Atomic City, The (5120)	Para.	Michael Moore-Nancy Gates	June, '52	Apr. 12	1314	AYC	A-1	Good	
BABES in Bagdad (color)	UA	Paulette Goddard-John Boles	Dec. 7, '52	Dec. 20	1646		A-2	Fair	
Bachelor and the Bobby-Soxer (385)	RKO	Cary Grant-Myrna Loy (reissue)	Dec. 5, '52						
Bachelor Mother (386)	RKO	Ginger Rogers-David Niven (reissue)	Dec. 5, '52						
Bad and the Beautiful	MGM	Lana Turner-Kirk Douglas	Jan., '53	Nov. 22	1613		B	Excellent	
Bal Tabarin (5129)	Rep.	Muriel Lawrence-William Ching	June 1, '52	Nov. 28	1426		B	Good	
Barbed Wire (474)	Col.	Gene Autry	July, '52	July 5	1433	AY	A-1	Good	
Battle of Apache Pass (color) (217)	Univ.	John Lund-Jeff Chandler	Apr., '52	Apr. 5	1306	AYC	A-1	Good	
Battle Zone (5301)	AA	John Hodiak-Linda Christian	Oct. 26, '52	Oct. 18	1565			Very Good	
Beautiful But Dangerous	RKO	Jean Simmons-Robert Mitchum	Apr. 1, '53	Nov. 1	(S) 1591				
Beauty and the Devil (Fr.)	Davis	Gerard Philippe-Michel Simon	Sept. 1, '52	Aug. 30	1510		A-2	Excellent	
Because of You (302)	Univ.	Loretta Young-Jeff Chandler	Nov., '52	Oct. 11	1558	AY	A-1	Good	
Because You're Mine (color) (304)	MGM	Mario Lanza-Doretta Morrow	Oct., '52	Sept. 6	1517	AYC	A-2	Good	
Belles on Their Toes (color) (213)*	20th-Fox	Jeanne Crain-Myrna Loy	May, '52	Apr. 5	1305	AYC	A-1	Very Good	
Berliner, The (Ger.)	Burstin	Gert Frobe-Aribert Wäscher	Oct., '52	Nov. 1	1590			Fair	
Beware, My Lovely (302)	WB	Ida Lupino-Robert Ryan	Sept., '52	Aug. 2	1470	AY	A-2	Good	
Big Jim McLain (201)	RKO	John Wayne-Nancy Olson	Aug. 30, '52	Aug. 30	1509	AY	A-1	Good	
Big Sky, The (361)	RKO	Kirk Douglas-Elizabeth Threatt	Aug., '52	July 12	1441	AY	A-2	Excellent	
Black Castle, The (304)	Univ.	Stephen McNally-Richard Greene	Dec., '52	Oct. 25	1582		A-2	Good	
Black Hills Ambush (5172)	Rep.	Allan Rocky Lane	May 20, '52	June 14	1399	AY	A-1	Good	
Black Swan, The (258) (color)	20th-Fox	Tyrone Power-Maureen O'Hara (reissue)	July, '52	Oct. 17, '42				Good	
Blackbeard, the Pirate (color) (307)	RKO	Linda Darnell-Robert Newton	Dec. 25, '52	Dec. 6	1629		B	Good	
Blazing Forest, The (color) (5207)	Para.	John Payne-Susan Morrow	Dec., '52	Sept. 27	1541	AYC	A-1	Very Good	
Bloodhounds of Broadway (C) (236)	20th-Fox	Mitzi Gaynor-Scott Brady	Nov., '52	Nov. 1	1589	AY	B	Very Good	
Blue Canadian Rockies	Col.	Gene Autry-Pat Buttram	Nov., '52	Nov. 22	1614	AYC	A-1	Good	
Bonzo Goes to College (232)	Univ.	Edmund Gwenn-Maureen O'Sullivan	Sept., '52	Aug. 30	1509	AYC	A-1	Very Good	
Brandy for the Parson (Brit.)	Mayer-Kingley	Kenneth More-Jean Lodge	Aug., '52	Aug. 30	1511		A-2	Good	
Brave Warrior (color) (441)	Col.	Jon Hall-Christine Larsen	June, '52	May 17	1366	AY	A-1	Good	
Breaking the Sound Barrier (Brit.)	UA	Ann Todd-Ralph Richardson	Dec. 21, '52	Nov. 15	1605		A-1	Excellent	
Brigand, The (color) (437)	Col.	Anthony Dexter-Jody Lawrence	June, '52	May 31	1383	AY	B	Good	
Bronco Buster (color) (219)	Univ.	John Lund-Scott Brady	May, '52	Apr. 12	1313	AYC	A-1	Good	
Bwana Devil (color)	Natural Vision	Barbara Britton-Robert Stack	Not Set	Dec. 13	1637				
CALIFORNIA Conquest (color) (440)	Col.	Cornel Wilde-Teresa Wright	July, '52	June 14	1398	AY	A-1	Good	
Canyon Ambush (5244)	Mono.	Johnny Mack Brown	Oct. 12, '52	Aug. 30	(S) 1511				
Captain Kidd (5210)	Lippert	Randolph Scott-C. Laughton (reissue)	Dec. 12, '52						
Captain Pirate (color) (431)	Col.	Louis Hayward-Patricia Medina	Aug., '52	July 26	1462	AYC		Good	

TITLE—Production Number—Company	Stars	Release Date	Running Time	REVIEWED		Nat'l Groups	RATINGS	
				(S) = Synopsis Issue	Page		L. of D.	Herald Review
Captive Women (306)	RKO	Margaret Field-Robert Clarke	Oct., '52	65m	Oct. 4	1550	B	Fair
Carbine Williams (231)	MGM	James Stewart-Wendell Corey	May, '52	101m	Apr. 19	1321	A-2	Very Good
Caribbean (C) (5202)	Para.	Arlene Dahl-John Payne	Sept., '52	97m	Aug. 2	1469	A-2	Very Good
Carrie (5123)	Para.	Jennifer Jones-Laurence Olivier	Aug., '52	118m	June 14	1397	B	Excellent
Carson City (color) (123)	WB	Randolph Scott-Lucille Norman	June 14, '52	87m	May 3	1349	A-1	Very Good
Casque D'Or (Fr.)	Discina	Simone Signoret-Claude Dauphin	Aug. 18, '52	96m	Sept. 6	1517		Good
Castles in the Air (Brit.)	Stratford	David Tomlinson-Helen Cherry	Dec. 26, '52	92m				
Cattle Town (207)	WB	Dennis Morgan-Philip Carey	Dec. 6, '52	71m	Nov. 22	1614		Good
City Beneath the Sea (308)	Univ.	Robert Ryan-Mala Powers	Mar., '53	87m	Nov. 1	(S) 1591		
Clash by Night (229)*	RKO	Barbara Stanwyck-Paul Douglas	June, '52	105m	May 17	1366	A	A-2 Good
Cleopatra (5208)	Para.	Claudette Colbert-H. Wilcoxon (reissue)	Dec., '52	104m				
Clouded Yellow, The (Brit.) (509)	Col.	Jean Simmons-Trevor Howard	Aug., '52	89m	Oct. 6	1049	AY	A-2 Good
Clown, The	MGM	Red Skelton-Timmy Considine	Feb., '53		Dec. 6	(S) 1630		
Come Back Little Sheba (5213)	Para.	Burt Lancaster-Shirley Booth	Feb., '53	99m	Nov. 29	1621	B	Excellent
Confidence Girl	UA	Tom Conway	June 20, '52	81m	June 7	1390	A-2	Good
Confidentially Connie	MGM	Janet Leigh-Van Johnson	Apr., '53		Dec. 20	(S) 1647		
Crimson Pirate (color) (202)*	WB	Burt Lancaster-Eva Bartok	Sept. 27, '52	104m	Aug. 30	1509	AYC	A-1 Very Good
Cripple Creek (color) (442)	Col.	George Montgomery-Karin Booth	July, '52	78m	June 28	1427	AY	A-1 Good
Cry, the Beloved Country (Brit.)	UA	Canada Lee-Sidney Poitier	Aug. 22, '52	96m	Jan. 26	1213	A-2	Excellent
Cupboard Was Bare, The (Fr.)	Hakim	Fernandel-Berthe Bovy	Nov., '52	82m	Nov. 15	1607		Good
DANGER Is a Woman (French)	Discina	Henry Vidal-Maria Mauban	May, '52	92m	Apr. 26	1330	C	Good
Dead Man's Trail (5243)	Mon.	Johnny Mack Brown-Barbara Allen	Sept. 21, '52	59m	May 17	(S) 1367	A-1	
Deadline, U.S.A. (215)	20th-Fox	Humphrey Bogart-Ethel Barrymore	May, '52	87m	Mar. 15	1282	AY	B Very Good
Denver and Rio Grande (C) (5115)	Para.	Edmond O'Brien-Sterling Hayden	June, '52	89m	Mar. 29	1298	AY	A-1 Fair
Desert Legion (C) (315)	Univ.	Alan Ladd-Arlene Dahl	Apr., '53					
Desert Passage (230)	RKO	Tim Holt-Jane Dixon	May, '52	60m	May 24	1374	AY	A-2 Average
Desert Pursuit (5209)	Mon.	Wayne Morris	May 11, '52	71m	May 17	(S) 1367		
Desert Rat	20th-Fox	Robert Newton-James Mason	Apr., '53					
Desperadoes Outpost (5174)	Rep.	Allen Rocky Lane	Oct. 8, '52	54m	Oct. 11	1559	AYC	A-1 Good
Desperate Search, The	MGM	Howard Keel-Jane Greer	Jan., '53	71m	Nov. 29	1622	B	Good
Destination Gobi (color)	20th-Fox	Richard Widmark-Don Taylor	Apr., '53		Nov. 29	(S) 1623		
Devil Makes Three, The (302)	MGM	Gene Kelly-Pier Angeli	Sept., '52	96m	Aug. 16	1485	AY	A-2 Very Good
Diplomatic Courier (222)	20th-Fox	Tyrone Power-Patricia Neal	July, '52	97m	June 21	1417	AY	A-2 Good
Don't Bother to Knock (224)	20th-Fox	Richard Widmark-Marilyn Monroe	Aug., '52	76m	July 19	1453	A	B Very Good
Down Among the Sheltering Palms (color)	20th-Fox	Mitzi Gaynor-David Wayne	May, '52		Jan. 12	(S) 1186	B	
Dream Wife	MGM	Cary Grant-Deborah Kerr	Apr., '53					
Dreamboat (223)	20th-Fox	Clifton Webb-Ginger Rogers	Aug., '52	83m	July 26	1461	AY	A-2 Excellent
Duel at Silver Creek, The (C) (228)	Univ.	Audie Murphy-Faith Domergue	Aug., '52	77m	July 12	1442	AY	A-1 Good
EDWARD and Caroline (French)	Comml.	Daniel Gelin-Anne Vernon	Apr., '52	90m	May 3	1350		Good
Eight Iron Men	Col.	Bonar Colleano-Arthur Franz	Dec., '52	80m	Oct. 25	1581	AY	A-2 Very Good
Encore (Brit.) (5122)	Para.	Roland Culver-Glynis Johns	July, '52	90m	Apr. 5	1305	AY	A-2 Excellent
Everything I Have Is Yours (C) (306)	MGM	Marge and Gower Champion	Oct., '52	92m	Sept. 27	1541	AYC	A-2 Excellent
FABULOUS Senorita (5125)	Rep.	Estelita Rodriguez-Robert Clarke	Apr. 1, '52	80m	Mar. 29	1298	AY	A-2 Excellent
Face to Face (309)	RKO	James Mason-Robert Preston	Nov. 14, '52	92m	Nov. 15	1606	B	Excellent
Faithful City, The (Israel) (303)	RKO	Janie Smith-John Slater	May, '52	86m	Apr. 5	1306	AY	A-1 Very Good
Fargo (5226)	Mon.	Bill Elliott-Phyllis Coates	Sept. 7, '52	69m	Sept. 13	1526		Good
Farmer Takes a Wife (color) (307)	20th-Fox	Betty Grable-Dale Robertson	Feb., '53		Dec. 6	(S) 1630		
Father's Dilemma (Ital.)	Davis	Aldo Fabrizi-Gaby Morlay	Sept., '52	88m	Oct. 4	1550	B	Very Good
Fearless Fagan (241)	MGM	Janet Leigh-Carleton Carpenter	Aug., '52	79m	July 12	1441	AYC	A-1 Very Good
Feudin' Fools (5213)	Mon.	Leo Gorcey-Huntz Hall	Sept. 21, '52	63m	July 5	(S) 1434	A-1	
Fighter, The	UA	Richard Conte-Vanessa Brown	May 25, '52	78m	May 10	1357	AY	A-2 Good
Flat Top (color) (5201)	AA	Sterling Hayden-Richard Carlson	Nov. 30, '52	85m	Nov. 22	1614	AY	A-1
Flowers of St. Francis (Ital.)	Burstyn	Aldo Fabrizi	Oct. 6, '52	85m	Oct. 11	1559		Fair
Forbidden Games (Fr.)	Times	Brigitte Fossey-Georges Poujouly	Dec., '52	89m	Dec. 20	1647		Excellent
Four Poster, The	Col.	Rex Harrison-Lilli Palmer	Jan., '53	103m	Oct. 11	1558	A-2	Excellent
Franchise Affair, The (Brit.)	Stratford	Michael Denison-Dulcie Gray	Apr. 1, '52	95m	June 21	1418	A-2	Very Good
Francis Covers the Big Town	Univ.	Donald O'Connor-Yvette Dugay	Not Set		Mar. 22	(S) 1291		
Francis Goes to West Point (224)	Univ.	Donald O'Connor-Lori Nelson	July, '52	81m	June 14	1397	AYC	A-1 Very Good
GAMBLER and the Lady (5204)	Lippert	Dane Clark	Dec. 26, '52	72m	Dec. 20	1646		Average
Geisha Girl	Realart	Martha Hyer-William Andrews	June, '52		Aug. 30	(S) 1511	B	
Girl in White, The (232)	MGM	June Allyson-Arthur Kennedy	May, '52	93m	Mar. 22	1289	AY	A-1 Very Good
Girls in the Night (311)	Univ.	Joyce Holden-Glenda Farrell	Feb., '53		Nov. 29	1623		
Glass Wall, The	Col.	Vittorio Gassman-Gloria Grahame	Not Set		Nov. 29	1623		
Glory Alley (234)	MGM	Leslie Caron-Ralph Meeker	June, '52	79m	May 24	1373	A	B Good
Gobs and Gals (5128)	Rep.	Bernard Bros.-Cathy Downs	May 1, '52	88m	May 3	1350	AYC	A-2 Very Good
Gold Fever (5220)	Mon.	John Calvert-Ralph Morgan	June 15, '52	63m	July 5	(S) 1434	A-1	
Golden Hawk, The (color) (508)	Col.	Sterling Hayden-Rhonda Fleming	Oct., '52	83m	Sept. 13	1525	AY	B Very Good
Great White Hunter (form. Macomber Affair) (5209)	Lippert	Gregory Peck-Joan Bennett (reissue)	Dec. 12, '52	89m				
Greatest Show on Earth (C)* (5129)	Para.	All-Star Cast	July, '52	153m	Jan. 5	1177	AYC	B Superior
Guerrilla Girl	UA	Helmut Dantine	Jan. 23, '53					
Guest of the House	Astor	Anne Baxter-Ralph Bellamy (reissue)	May 15, '52	121m	Dec. 9, '44			Excellent
Guest Wife	UA	Claudette Colbert-D. Ameche (reissue)	Sept. 5, '52	90m				
Gunman, The (5252)	Mon.	Whip Wilson-Fuzzy Knight	Apr. 21, '51	52m				A-1
Guns of the Valley (312)	Univ.	Audie Murphy-Susan Cabot	Mar., '53					
HALF-Breed (color) (228)	RKO	Robert Young-Janis Carter	May, '52	81m	Apr. 19	1321	AY	B Good
Hangman's Knot (color)	Col.	Randolph Scott-Donna Reed	Jan., '53	84m	Nov. 1	1589	AY	A-2 Very Good
Hans Christian Andersen (color) (351)	RKO	Danny Kaye-Farley Granger	Dec. 19, '52	112m	Nov. 29	1621	A-1	Excellent
Happy Time, The (508)	Col.	Charles Boyer-Louis Jourdan	Dec., '52	94m	Aug. 16	1485	AY	A-2 Excellent
Has Anybody Seen My Gal? (226) (color)	Univ.	Piper Laurie-Charles Coburn	July, '52	89m	June 14	1397	AYC	A-1 Good
Hellgate (5113)	Lippert	Sterling Hayden-Joan Leslie	Sept. 5, '52	87m	Aug. 23	1502	B	Very Good
Here Come the Marines (5212)	Mon.	Leo Gorcey-Huntz Hall	June 29, '52	66m	June 14	1398		Good
Hiawatha (color) (5202)	AA	Vincent Edwards-Yvette Dugay	Dec. 28, '52	80m	Dec. 20	1645		Excellent
High Noon*	UA	Gary Cooper-Grace Kelly	July 30, '52	85m	May 3	1349	AY	A-2 Very Good
High Treason (Brit.)	Pacemaker	Liam Redmond-Mary Morris	May, '52	90m	May 31	1382		Excellent

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Holiday for Sinners (239)	MGM	Keenan Wynn-Jenice Rule	July, '52	72m	June 28	1426	A	A-2	Good
Hoodlum Empire (5105)	Rep.	Rian Donlevy-Claire Trevor	Apr. 15, '52	98m	Feb. 23	1246	AY	A-1	Good
Horizons West (235) (color)	Univ.	Robert Ryan-Julia Adams	Oct., '52	81m	Sept. 20	1534	A	A-2	Good
Hour of 13, The (309)	MGM	Peter Lawford-Dawn Addams	Nov., '52	80m	Oct. 4	1549	AY	A-2	Good
Hurricane Smith (color) (5204)	Para.	Yvonne De Carlo-John Ireland	Oct., '52	90m	Sept. 13	1525	AY	B	Good
I DON'T Care Girl, The (C) (302)	20th-Fox	Mitzi Gaynor-David Wayne	Jan., '53	78m	May 10	(S) 1358			
I Dream of Jeanie (color) (5106)	Rep.	Ray Middleton-Muriel Lawrence	June 1, '52	90m	June 14	1398	AYC	A-1	Good
I Walked with a Zombie (272)	RKO	Frances Dee-Tom Conway (reissue)	Apr., '52	69m					
I Love Melvin (color)	MGM	Donald O'Connor-Debbie Reynolds	Mar., '53						
I'll Get You (5206)	Lippert	George Raft-Sally Gray	Jan. 16, '53						
Importance of Being Earnest (C) (381) (Brit.)	U-I	Michael Redgrave	Dec. 22, '52						
Iron Mistress, The (C) (206)	WB	Alan Ladd-Virginia Mayo	Nov. 22, '52	110m	Oct. 18	1565		A-2	Very Good
Island of Desire (C)	UA	Linda Darnell-Tab Hunter	Aug. 4, '52	93m	Aug. 2	1470	A	B	Fair
Island Rescue (Brit.) (283)	Univ.	David Niven-Glynis Johns	June, '52	87m	June 28	1426	AYC	A-1	Excellent
It Grows on Trees (303)	Univ.	Irene Dunne-Dean Jagger	Nov., '52	84m	Nov. 1	1589	AYC	A-1	Excellent
It's in the Bag	UA	Fred Allen-Jack Benny (reissue)	Sept. 5, '52	87m					
Ivanhoe (color) (307)*	MGM	Robert Taylor-Elizabeth Taylor	Aug., '52	106m	June 21	1417	AYC	A-1	Excellent
Invasion U.S.A.	Col.	Gerald Mohr-Peggie Castle	Dec., '52	74m	Dec. 6	1630	AY	B	Average
Ivory Hunter (color) (Brit.)	Univ.	Anthony Steel-Dinah Sheridan	June, '52	97m	May 24	1373	AYC	A-1	Very Good
JACK and the Beanstalk (C) (118)	WB	Bud Abbott-Lou Costello	Apr. 12, '52	78m	May 10	(S) 1358	AYC	A-1	Good
Jazz Singer, The (color)	WB	Danny Thomas-Peggy Lee	Feb., '53		Nov. 29	(S) 1623			
Jeopardy	MGM	Barbara Stanwyck-Barry Sullivan	Feb., '53						
Jumping Jacks (5121)*	Para.	Dean Martin-Jerry Lewis	July, '52	96m	June 7	1389	AYC	A-1	Excellent
Junction City (486)	Col.	Charles Starrett-Smiley Burnette	July, '52	54m	July 5	1433		A-1	Good
Jungle, The (5112)	Lippert	Rod Cameron-Cesar Romero	Aug. 1, '52	74m	Aug. 23	1503		A-1	Good
Jungle Girl (5208)	AA	Johnny Sheffield	Dec. 7, '52	70m					
Just Across the Street (223)	Univ.	Ann Sheridan-John Lund	June, '52	79m	May 31	1382	AY	A-2	Very Good
Just for You (color) (5201)*	Para.	Bing Crosby-Jane Wyman	Sept., '52	104m	Aug. 2	1469	AYC	A-2	Excellent
KANGAROO (color) (217)*	20th-Fox	Peter Lawford-Maureen O'Hara	June, '52	84m	May 24	1373	AY	A-2	Good
Kansas City Confidential	UA	John Payne-Coleen Gray	Jan. 16, '53	98m	Nov. 15	1606		B	Fair
Kansas Pacific (5302) (color)	AA	Sterling Hayden-Eve Miller	Feb. 22, '53		Aug. 30	(S) 1511			
Kansas Territory (5225)	Mono.	Bill Elliott-Peggy Stewart	May 20, '52	65m	May 24	1374		A-1	Good
Kid from Broken Gun (481)	Col.	Charles Starrett-Smiley Burnette	Aug., '52	56m	Aug. 16	1485	AY	A-1	Good
Kid Monk Baroni	Realart	Richard Rober-Bruce Cabot	May, '52	80m	Apr. 26	1329		B	Average
King Kong (269)	RKO	Fay Wray-Bruce Cabot (reissue)	May, '52	100m					
LADY in the Iron Mask (218) (C)	20th-Fox	Louis Hayward-Patricia Medina	July, '52	78m	June 14	1398	AY	A-1	Good
Lady of Burlesque	Astor	B. Stanwyck-Michael O'Shea (reissue)	Apr. 1, '52	91m	May 14, '53				Good
Laramie Mountains (485)	Col.	Charles Starrett-Smiley Burnette	Apr., '52	54m	Apr. 12	1314	AYC	A-1	Fair
Last of the Comanches (C)	Col.	Broderick Crawford-Barbara Hale	Feb., '53					A-1	
Last Train from Bombay (504)	Col.	John Hall-Lisa Ferraday	Aug., '52	72m	Aug. 2	1471	AY	A-1	Average
Laura (252)	20th-Fox	Gene Tierney-Dana Andrews (reissue)	May, '52	88m	Oct. 14, '44				Good
Lawless Breed (color) (306)	Univ.	Rock Hudson-Julia Adams	Jan., '53	83m	Dec. 6	1629		A-2	Very Good
Leave Her to Heaven (color) (255)	20th-Fox	Gene Tierney-Cornel Wilde (reissue)	June, '52	110m	Dec. 29, '45				Good
Leonardo Da Vinci (color)	Picture	Documentary	Jan. 1, '53	70m	Nov. 29	1622			Very Good
Leopard Man, The (270)	RKO	Dennis O'Keefe-Margo	(reissue) May, '52	66m					
Les Miserables (225)	20th-Fox	Michael Rennie-Debra Paget	Aug., '52	104m	July 26	1462	AY	A-2	Good
Lili (color)	MGM	Leslie Caron-Mel Ferrer	Spec.		Nov. 22, '52	1615			
Limelight	UA	Charles Chaplin-Claire Bloom	Oct. 23, '52	143m	Oct. 11	1557	AY	B	Excellent
Lion and the Horse, The (119) (C)	WB	Steve Cochran-Black Knight	Apr. 19, '52	83m	Mar. 22	1290	AYC	B	Good
Loan Shark (5111)	Lippert	George Raft-Dorothy Hart	May 23, '52	79m	May 3	1350		B	Average
Look Who's Laughing (381)	RKO	Lucille Ball-Edgar Bergen (reissue)	Aug., '52	79m					
Lost in Alaska (229)	Univ.	Abbott & Costello-Mitzi Green	Aug., '52	76m	July 26	1462	AY	A-2	Good
Lovely to Look At (color) (237)*	MGM	Kathryn Grayson-Howard Keel	July, '52	102m	May 31	1381	AY	A-2	Excellent
Lure of the Wilderness (227) (C)	20th-Fox	Jean Peters-Jeffrey Hunter	Sept., '52	92m	July 26	1461	AY	A-1	Very Good
Lusty Men, The (304)	RKO	Susan Hayward-Robert Mitchum	Oct., '52	113m	Sept. 27	1542	AY	A-2	Good
Luxury Girls	UA	Susan Stephen	Jan. 30, '53						
Lydia Bailey (color) (219)	20th-Fox	Anne Francis-Dale Robertson	June, '52	89m	May 31	1381	AY	A-2	Very Good
MA AND PA Kettle on Vacation (314)	Univ.	Marjorie Main-Percy Kilbride	Mar., '53	75m					
Macao (224)*	RKO	Robert Mitchum-Jane Russell	Apr., '52	80m	Mar. 29	1297	A	B	Good
Magic Box, The (Brit.) (C) Mayer-Kingsley		Robert Donat	Sept. 24, '52	93m	Sept. 20	1534		A-1	Good
Man in the White Suit (282) (Brit.)	Univ.	Alac Guinness-Joan Greenwood	Apr., '52	85m	Apr. 5	1306	AY	A-1	Very Good
Mara Maru (120)	WB	Errol Flynn-Ruth Roman	May 3, '52	98m	Apr. 5	1305	AY	A-2	Very Good
Marrying Kind, The (425)*	Col.	Judy Holliday-Aldo Ray	Apr., '52	93m	Mar. 15	1281	AY	A-2	Excellent
Marshal of Cedar Rock	Rep.	Allan Rocky Lane	Jan. 1, '53						
Maverick, The (5322)	AA	Bill Elliott	Dec. 14, '52	71m	Dec. 20	(S) 1647			
Maytime in Mayfair (Brit.) (C)	Realart	Anna Neagle-Michael Wilding	Apr., '52	94m	Apr. 26	1329		A-2	Fair
Meet Me at the Fair (C) (307)	Univ.	Dan Dailey-Diana Lynn	Jan., '53	87m	Dec. 13	1637		A-1	Very Good
Member of the Wedding	Col.	Ethel Waters-Julie Harris	Not Set		Dec. 20	1645			Good
Merry Widow, The (color)* (301)	MGM	Lana Turner-Fernando Lamas	Sept., '52	103m	July 12	1441	AYC	A-2	Excellent
Merry Wives of Windsor (Ger.)	Central	Sonia Ziemann-Paul Esser	Sept. 20, '52	93m	Sept. 27	1542			Good
Million Dollar Mermaid (C) (312)	WB	Ethel Williams-Victor Mature	Dec., '52	115m	Nov. 8	1597		A-1	Good
Miracle of Fatima (color) (203)*	WB	Gilbert Roland-Angela Clark	Oct. 11, '52	102m	Aug. 23	1501	AY	A-1	Superior
Mississippi Gambler (color) (310)	Univ.	Tyrone Power-Piper Laurie	Feb., '53	98m	Dec. 6	(S) 1630			
Mr. Walkie Talkie (5203)	Lippert	Joe Sawyer-William Tracy	Nov. 28, '52	65m	Dec. 6	1630			Average
Monkey Business (230)	20th-Fox	Cary Grant-Marilyn Monroe	Sept., '52	97m	Sept. 6	1517	AY	B	Excellent
Monsoon (color)	UA	Ursula Thiess-Diana Douglas	Dec. 14, '52		Nov. 22	(S) 1615			
Montana Belle (color) (308)	RKO	Jane Russell-George Brent	Nov., '52	81m	Nov. 1	1589		B	Good
Montana Incident (5253)	Mono.	Whip Wilson	Aug. 10, '52	54m	Aug. 30	1510		A-1	Fair
Montana Territory (color) (438)	Col.	Lon McCallister-Wanda Hendrix	June, '52	64m	June 7	1389	AY	A-1	Good
My Cousin Rachel (301)	20th-Fox	Olivia de Havilland-Richard Burton	Jan., '53	98m	Dec. 13	1637		A-2	Very Good
My Man and I (303)	MGM	Shelley Winters-Wendell Corey	Sept., '52	99m	Aug. 23	1502	AY	A-2	Very Good
My Pal Gus (233)	20th-Fox	Richard Widmark-Joanne Dru	Dec., '52	83m	Nov. 15	1606	AY	B	Very Good
My Son, John (5116)	Para.	Helen Hayes-Van Heflin	Apr., '52	122m	Mar. 22	1289	AY	A-1	Excellent
My Wife's Best Friend (231)	20th-Fox	Anne Baxter-Macdonald Carey	Oct., '52	87m	Oct. 11	1558		B	Good

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NAKED Spur, The (color)	MGM	James Stewart-Janet Leigh	Feb., '53	Dec. 6	(S) 1630				
Narrow Margin (224)	RKO	Charles McGraw-Marie Windsor	May, '52	Apr. 12	1314	AY	A-2	Good	
Never Take No for an Answer (Brit.)	Southern	Denis O'Dea-Vittorio Manunta	Apr. 9, '52	Mar. 15	1282		A-1	Good	
Never Wave at a Wave	RKO	Rosell Russell-Paul Douglas	Jan. 28, '53	Dec. 20	1645			Excellent	
Niagara (color) (306)	20th-Fox	Marilyn Monroe-Joseph Cotten	Feb., '53						
Night Without Sleep (235)	20th-Fox	Gary Merrill-Linda Darnell	Nov., '52	Oct. 4	1550	A	B	Average	
No Holds Barred (5214)	AA	Leo Gorcey	Nov. 23, '52	Sept. 20	(S) 1534				
No Room for the Groom (220)	Univ.	Tony Curtis-Piper Laurie	May, '52	May 10	1357	A	B	Good	
No Time for Flowers (313)	RKO	Vivica Lindfors-Paul Christian	Jan. 31, '53	Dec. 6	1629			Good	
O. HENRY's Full House (228)	20th-Fox	All Star Cast	Sept., '52	Aug. 23	1501	AY	A-2	Excellent	
Off Limits	Para.	Bob Hope-Marilyn Maxwell	Apr., '53	Dec. 20	(S) 1647				
Old Oklahoma Plains (5144)	Rep.	Rex Allen	July 25, '52	Aug. 23	1503	AYC	A-1	Good	
One Minute to Zero (301)	RKO	Robert Mitchum-Ann Blyth	Aug., '52	July 19	1454	AY	A-1	Good	
Operation Secret (205)	WB	Cornel Wilde-Phyllis Thaxter	Nov. 8, '52	Oct. 11	1558	AY	B	Very Good	
Outcast of the Islands (Brit.)	UA	Trevor Howard-Ralph Richardson	July 11, '52	May 17	1366	A	B	Good	
Outcasts of Poker Flat (216)	20th-Fox	Dale Robertson-Anne Baxter	May, '52	May 10	1357	A	A-2	Very Good	
Outlaw Women (color) (5105)	Lippert	Marie Windsor-Richard Rober	June, '52	Apr. 19	1321		B	Average	
Outpost in Malaya	UA	Claudette Colbert-Jack Hawkins	Nov. 21, '52	Nov. 15	1606		A-2	Good	
PARK Row	UA	Gene Evans-Mary Welch	Aug. 12, '52	Aug. 9	1477	AY	A-2	Good	
Pat and Mike* (235)	MGM	Spencer Tracy-Katharine Hepburn	June, '52	May 17	1365	AY	A-2	Excellent	
Pathfinder, The	Col.	George Montgomery-Helena Carter	Jan., '53	Dec. 20	1646			Good	
Paula (436)	Col.	Loretta Young-Kent Smith	June, '52	May 17	1366	AY	A-2	Good	
Perfectionist, The (French)	Discina	Pierre Fresnay	May 1, '52	May 3	1350			Good	
Pirate Submarine (5110)	Lippert	Special Cast	July 18, '52	Aug. 9	(S) 1479		A-1		
Pleasure Island (5215) (color)	Para.	Don Taylor-Leo Genn	Mar., '53	Nov. 15	(S) 1607				
Plymouth Adventure (color) (310)	MGM	Spencer Tracy-Gene Tierney	Nov., '52	Oct. 25	1581		A-2	Excellent	
Pony Express (color)	Para.	Charlton Heston-Rhonda Fleming	Apr., '53						
Pony Soldier (C) (237)	20th-Fox	Tyrone Power-Cameron Mitchell	Nov., '52	Nov. 8	1597	AYC	A-1	Excellent	
President's Lady	20th-Fox	Susan Hayward-Charlton Heston	Apr., '53						
Pride of St. Louis (211)	20th-Fox	Dan Dailey-Joanne Dru	Apr., '52	Mar. 1	1253	AYC	A-1	Very Good	
Prisoner of Zenda (color) (308)	MGM	Stewart Granger-Deborah Kerr	Nov., '52	Oct. 18	1565	AYC	A-1	Very Good	
Promoter, The (Brit.) (285)	Univ.	Alec Guinness-Valerie Hobson	Oct. 28, '52	Oct. 25	1581	AY	A-1	Excellent	
QUIET Man, The (color)*	Rep.	John Wayne-Maureen O'Hara	Not Set	May 17	1365	AY	A-2	Superior	
Quo Vadis (color)* (218)	MGM	Robert Taylor-Deborah Kerr	Spec.	Nov. 24	1118	AY	A-1	Superior	
RAIDERS, The (C) (301)	Univ.	Richard Conte-Vivica Lindfors	Nov., '52	Oct. 11	1558	AY	A-2	Very Good	
Rainbow Round My Shoulder (C) (503)	Col.	Frankie Laine-Billy Daniels	Sept., '52	Aug. 9	1477	AY	A-1	Good	
Rains Came, The (256)	20th-Fox	Myrna Loy-Tyrone Power (reissue)	June, '52	Sept. 8, '39					
Red Ball Express (218)	Univ.	Jeff Chandler-Alex Nicol	May, '52	May 3	1349	AY	A-1	Very Good	
Red Mountain (color) (5113)*	Para.	Alan Ladd-Lizbeth Scott	May, '52	Nov. 17	1109	A	A-2	Good	
Red Planet Mars	UA	Peter Groves-Andrea King	May 15, '52	May 17	1367	AY	A-2	Fair	
Red River	UA	John Wayne-M. Clift	(reissue) June 6, '52	July 17, '48				Excellent	
Red Shoes, The (color) (Brit.)	UA	Moir Shearer-Anton Walbrook	June 13, '52	Oct. 23, '48	4357	AY	B	Excellent	
Red Snow (439)	Col.	Guy Madison-Ray Mala	July, '52	June 21	1418	AY		Good	
Redhead from Wyoming (color) (309)	Univ.	Maureen O'Hara-Alex Nicol	Jan., '53	Dec. 20	1645			Good	
Ride the Man Down (color) (5202)	Rep.	Brian Donlevy-Forrest Tucker	Jan. 1, '53	Nov. 1	1590	AYC	A-1	Good	
Ring, The	UA	Gerard Mohr-Rita Moreno	Sept. 26, '52	Aug. 30	1510	AY	A-2	Good	
Road to Bali (color) (5209)	Para.	Bing Crosby-Bob Hope	Jan., '53	Nov. 22	1613	AYC	A-2	Excellent	
Robin Hood (see Story of Robin Hood)									
Rogue's March	MGM	Peter Lawford-Janice Rule	Mar., '53	Dec. 6	(S) 1630				
Rose Bowl Story, The (C) (5204)	Mono.	Marshall Thompson-Vera Miles	Aug. 24, '52	Aug. 30	1509		A-1	Excellent	
Rose of Cimarron (color) (212)	20th-Fox	Jack Buell-Mala Powers	Apr., '52	Mar. 8	1262	AY	A-2	Good	
Rough, Tough West (487)	Col.	Charles Starrett-Smiley Burnette	June, '52	June 28	1427	AYC	A-1	Good	
Ruby Gentry (303)	20th-Fox	Jennifer Jones	Jan., '53				B		
SALLY and Saint Anne (225)	Univ.	Ann Blyth-Edmund Gwenn	July, '52	June 28	1426	AYC	A-1	Very Good	
San Francisco Story (121)	WB	Yvonne De Carlo-Joel McCrea	May 17, '52	Apr. 12	1314	AY	B	Good	
Savage, The (color) (5206)	Para.	Charlton Heston-Susan Morrow	Nov., '52	Sept. 20	1534	AYC	A-1	Good	
Scaramouche (C) (236)*	MGM	Stewart Granger-Janet Leigh	June, '52	May 17	1365	AYC	A-2	Excellent	
Scarlet Angel (C) (222)	Univ.	Yvonne De Carlo-Rock Hudson	June, '52	May 31	1382	A	B	Good	
Scotland Yard Inspector (5202)	Lippert	Cesar Romero-Lois Maxwell	Oct. 31, '52	Nov. 29	1623			Fair	
Sea Tiger (5218)	Mono.	John Archer-Marguerite Chapman	July 27, '52	Aug. 30	1510		A-2	Good	
Secret Flight (Brit.)	Univ.	Ralph Richardson-Raymond Huntley	Aug., '52	July 12	1442			Good	
Secret People (Brit.) (5116)	Lippert	Valentina Cortese-Audrey Hepburn	Aug. 29, '52	Aug. 30	1510		A-2	Fair	
Seminole (color) (313)	Univ.	Rock Hudson-Barbara Hale	Mar., '53	Dec. 20	(S) 1647				
Shane (color)	Para.	Alan Ladd-Jean Arthur	Not Set	Apr. 19	(S) 1323				
She's Working Her Way Through College (C) (128)*	WB	Virginia Mayo-Ronald Reagan	July 12, '52	June 7	1389	AY	B	Very Good	
Silver Whip (309)	20th-Fox	Rory Calhoun-Dale Robertson	Mar., '53						
Singing in the Rain (color) (227)*	MGM	Gene Kelly-Debbie Reynolds	Apr., '52	Mar. 15	1281	AYC	B	Excellent	
Skirts Ahoy! (C) (233)*	MGM	Ether Williams-Barry Sullivan	May, '52	Apr. 12	1313	AYC	A-1	Excellent	
Sky Full of Moon (311)	MGM	Carleton Carpenter-Jan Sterling	Dec., '52	Nov. 8	1597		A-2	Fair	
Small Town Girl (color)	MGM	Jane Powell-Farley Granger	Apr., '53	Nov. 29	(S) 1623				
Sniper, The (434)	Col.	Adolphe Menjou-Arthur Franz	May, '52	Mar. 22	1290	A	A-2	Good	
Snows of Kilimanjaro (color)	20th-Fox	Gregory Peck-Susan Hayward	(Spec.)	Sept. 20	1533	AY	B	Excellent	
Sombrero (color)	MGM	Ricardo Montalban-Cyd Charisse	Mar., '53	Nov. 29	(S) 1623				
Somebody Loves Me (color) (5203)	Para.	Betty Hutton-Ralph Meeker	Oct., '52	Aug. 23	1501	AY	A-2	Very Good	
Something for the Birds (238)	20th-Fox	Victor Mature-Patricia Neal	Oct., '52	Oct. 11	1558		A-1	Good	
Son of Ali Baba (color) (231)	Univ.	Tony Curtis-Piper Laurie	Sept., '52	Aug. 23	1502		A-2	Good	
Son of Paleface (color) (5124)*	Para.	Bob Hope-Jane Russell	Aug., '52	July 19	1453	AY	B	Excellent	
Sound Off (color) (428)	Col.	Mickey Rooney-Ann James	May, '52	Apr. 12	1313	AYC	A-1	Good	
South Pacific Trail (5145)	Rep.	Rex Allen	Oct. 20, '52	Nov. 15	1606	AYC	A-2	Fair	
Spider and the Fly, The (Brit.)	Bel	Eric Portman-Nadia Gray	May 1, '52	Mar. 29	1298		A-2	Fair	
Springfield Rifle (C) (204)	WB	Gary Cooper-Phyllis Thaxter	Oct. 25, '52	Oct. 4	1555	AY	A-1	Good	
Star of Texas (5332)	AA	Wayne Morris	Jan. 11, '53						
Stars and Stripes Forever (C) (239)	20th-Fox	Clifton Webb-Ruth Hussey	Dec., '52	Nov. 22	1613	AYC	A-1	Very Good	
Stars Are Singing, The (color) (5214)	Para.	Rosemary Clooney-Laurie Melchior	Mar., '53	Oct. 4	(S) 1551				

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Steel Trap (232)	20th-Fox	Joseph Cotten-Teresa Wright	Nov., '52	85m	Oct. 25	1582	A-2 Fair
Stolen Face (5109)	Lippert	Paul Henreid-Lizabeth Scott	June 16, '52	71m	June 7	1389	B Good
Stooge, The (5212)	Para.	Dean Martin-Jerry Lewis	Feb., '53	100m	Oct. 11	1557	A-1 Excellent
Stop, You're Killing Me	WB	Broderick Crawford-Claire Trevor	Jan. 17, '53	86m	Dec. 13	1637	A-1 Very Good
Storm Over Tibet (416)	Col.	Diana Douglas-Rex Reason	July, '52	87m	Dec. 29	1169	B Good
Story of Robin Hood (C) (391)*	Disney-RKO	Richard Todd-Joan Rice	July, '52	84m	Dec. 22	1289	AYC A-1 Very Good
Story of Three Loves, The (color)	MGM	Leslie Caron-Pier Angeli	Spec.				
Story of Will Rogers (color) (129)*	WB	Jane Wyman-Will Rogers, Jr.	July 26, '52	109m	July 19	1453	AYC A-1 Excellent
Strange Fascination (505)	Col.	Hugo Haas-Cleo Moore	Dec., '52	80m	Oct. 4	1550	A Fair
Strange Ones, The (Fr.)	Mayer-Kingsley	Nicole Stéphane-Edouard Darmithé	July, '52	95m	Aug. 9	1477	B Good
Stranger in Between, The (Brit.) (284)	Univ.	Dirk Bogarde-Elizabeth Sellars	Aug., '52	84m	Aug. 23	1502	AY A-2 Very Good
Sudden Fear (362)*	RKO	Joan Crawford-Jack Palance	Aug., '52	110m	July 26	1461	A A-2 Very Good
TALL Texan, The (5207)	Lippert	Lloyd Bridges-Marie Windsor	Feb. 13, '53				
Tales of Hoffmann (color) (Brit.)	UA	Moir Shearer-Robert Helpmann	June 13, '52	138m	Apr. 7, '51	793	AY A-2 Excellent
Target Hong Kong	Col.	Richard Denning-Nancy Gates	Not Set	66m	Dec. 20	1646	A-2 Fair
Taxi (305)	20th-Fox	Dan Dailey-Constance Smith	Feb., '53		Nov. 29	(S) 1623	
Tell It to the Marines (5212)	Mono.	Leo Gorcey-Huntz Hall	June 15, '52				
Thief, The	UA	Ray Milland-Rita Gam	Oct. 10, '52	85m	Sept. 27	1541	AY A-2 Excellent
Thief of Damascus (color) (427)	Col.	Paul Henreid-Jeff Donnell	Apr., '52	78m	Mar. 29	1297	AYC B Good
Thief of Venice (304)	20th-Fox	Maria Montez-Paul Christian	Jan., '53	91m	Nov. 15	1605	A-2 Very Good
This Above All (253)	20th-Fox	Tyrone Power-Joan Fontaine	(reissue) May, '52	110m	May 16, '52		
Three for Bedroom C (color) (124)	WB	Gloria Swanson-James Warren	June 21, '52	74m	May 31	1383	AYC A-2 Fair
Three Sinners (French)	Sachsen	Fernandel-Line Noro	July, '52	84m	Aug. 2	1471	Average
Thunder in the East (5210)	Para.	Alan Ladd-Deborah Kerr	Jan., '53	98m	Nov. 1	1590	Fair
Thunderbirds (5201)	Rep.	John Derek-Mona Freeman	Nov. 27, '52	98m	Nov. 29	1622	A-1 Very Good
Thundering Caravans (5173)	Rep.	Allan Rocky Lane	July 20, '52	54m	Aug. 2	1471	A-1 Good
Timber Wolf (5222)	AA	Kirby Grant	Jan. 4, '53	63m			
To the Shores of Tripoli (color) (257)	20th-Fox	John Payne-Maureen O'Hara	(reissue) July, '52	86m	Mar. 14, '42		AY A-2 Excellent
Tonight We Sing (color)	20th-Fox	David Wayne-Ezio Pinza	Apr., '53		Nov. 29	(S) 1623	
Too Many Girls (382)	RKO	Lucille Ball-Desi Arnaz	(reissue) Aug., '52	85m			
Torpedo Alley (5308)	AA	Mark Stevens-Dorothy Malone	Jan. 25, '53	84m	Dec. 20	1646	Good
Toughest Man in Arizona (C) (5109)	Rep.	Vaughn Monroe-Joan Leslie	Oct. 10, '52	90m	Oct. 25	1582	AY Good
Treasure of Golden Condor (C) (308)	20th-Fox	Cornel Wilde-Constance Smith	Mar., '53		Nov. 22	(S) 1615	
Trombe, the Tiger Man (5201) (Ger.)	Lippert	Special Cast	Nov. 14, '52	63m	Nov. 22	1614	A-2 Fair
Tropic Zone (color) (5211)	Para.	Ronald Reagan-Rhonda Fleming	Jan., '53	94m	Dec. 13	1637	A-2 Fair
Tropical Heat Wave (5126)	Rep.	Estelita-Robert Hutton	Oct. 1, '52	74m	Oct. 11	1559	AY A-1 Good
Tulsa (color)	UA	Susan Hayward-R. Preston	(reissue) June 6, '52	90m	Mar. 19, '49		AYC A-2 Excellent
Turning Point, The (5205)	Para.	William Holden-Alexis Smith	Nov., '52	85m	Sept. 20	1533	AY A-2 Good
Two Cents Worth of Hope (Ital.)	Times	Mario Fiore-Vincenzo Musolino	Dec., '52	107m	Dec. 20	1647	B Excellent
UNDER the Red Sea (305)	RKO	Documentary	Oct., '52	67m	Oct. 4	1549	AYC A-1 Very Good
Untamed Frontier (color) (230)	Univ.	Joseph Cotten-Shelley Winters	Sept., '52	75m	July 19	1454	AY A-2 Good
Untamed Women	UA	Lyle Talbot-Doris Herrick	Sept. 12, '52	70m	Aug. 23	1503	A-2 Fair
VALLEY of Eagles (5114)	Lippert	Jack Warner-Nadia Gray	Apr. 25, '52	83m	Mar. 22	1290	AYC A-2 Excellent
Voodoo-Tiger	Col.	Johnny Weissmuller-Jean Byron	Nov., '52	67m	Nov. 1	1590	AY B Fair
WAC from Walla Walla (5123)	Rep.	Judy Canova-Stephen Dunne	Oct. 10, '52	83m	Oct. 25	1582	AYC A-1 Good
Wagon Team (476)	Col.	Gene Autry	Sept., '52	61m	Sept. 13	1526	AY A-1 Good
Wagons West (color) (5203)	Mono.	Peggie Castle-Rod Cameron	July 6, '52	70m	June 21	1418	A-1 Good
Wait 'Till the Sun Shines, Nellie (color) (220)	20th-Fox	Jean Peters-Hugh Marlowe	July, '52	108m	May 31	1381	AY A-2 Excellent
Walk East on Beacon (426)*	Col.	George Murphy-Virginia Gilmore	July, '52	98m	Apr. 26	1329	AY A-1 Very Good
Wall of Death (Brit.)	Realart	Susan Shaw-Marwell Reed	Apr., '52	80m	Apr. 19	1321	A-2 Fair
Washington Story (238)	MGM	Van Johnson-Patricia Neal	July, '52	82m	June 28	1425	AY A-1 Excellent
Way of a Gaucho (color) (229)	20th-Fox	Gene Tierney-Rory Calhoun	Oct., '52	91m	Oct. 4	1549	AY A-2 Good
We're Not Married (221)	20th-Fox	Ginger Rogers-David Wayne	July, '52	85m	June 28	1425	AY B Excellent
What Price Glory (color) (226)	20th-Fox	James Cagney-Dan Dailey	Aug., '52	111m	Aug. 2	1469	A-2 Excellent
When in Rome (229)	MGM	Van Johnson-Paul Douglas	Apr., '52	78m	Mar. 1	1253	AY A-1 Very Good
Where's Charley? (color) (130)	WB	Ray Bolger-Allyn McLerie	Aug. 30, '52	97m	June 28	1425	AYC A-1 Very Good
White Corridors (Brit.)	Fine Arts	Googie Withers-Godfrey Tearle	June 21, '52	102m	June 21	1418	Good
Wild Heart, The (274) (color)	RKO	Jennifer Jones-David Farrar	July, '52	82m	May 31	1382	A B Good
Wild Stallion, The (5205)	Mono.	Ben Johnson-Edgar Buchanan	May 12, '52	70m	May 24	1374	A-1 Good
Willie & Joe Back at the Front (233)	Univ.	Tom Ewell-Harvey Lembeck	Oct., '52	87m	Oct. 4	1550	AYC A-1 Very Good
Wings of Danger (5106)	Lippert	Zachary Scott-Robert Beatty	Apr. 11, '52	72m	Aug. 9	(S) 1478	A-2
Winning of the West	Col.	Gene Autry	Jan., '53	57m			
Winning Team, The (125)	WB	Doris Day-Ronald Reagan	June 28, '52	98m	May 24	1373	AYC A-1 Excellent
With a Song in My Heart (C) (210)*	20th-Fox	Susan Hayward-David Wayne	Apr., '52	117m	Feb. 23	1245	AYC B Excellent
Woman of the North Country (5144)	(formerly Minnesota)	Rep.	Rod Cameron-Ruth Hussey	Sept. 5, '52	90m		AY A-2 Good
Woman's Angle, The (Brit.)	Stratford	Edward Underdown-Kathy O'Donnell	Sept. 29, '52	90m			
World in His Arms, The (C) (227)*	Univ.	Gregory Peck-Ann Blyth	Aug., '52	104m	June 21	1417	AY A-1 Excellent
Wyoming Roundup (5254)	AA	Whip Wilson	Nov. 9, '52	53m	July 12	(S) 1443	
YANK in Indo-China, A (435)	Col.	John Archer-Jean Willes	May, '52	67m	Apr. 12	1315	AY A-1 Average
Yankee Buccaneer (234) (color)	Univ.	Jeff Chandler-Scott Brady	Oct., '52	86m	Sept. 13	1525	AY A-1 Very Good
You for Me (240)	MGM	Peter Lawford-Jane Greer	Aug., '52	71m	July 26	1462	A B Good
Young Man With Ideas (230)	MGM	Glenn Ford-Ruth Roman	May, '52	84m	Mar. 1	1254	AY A-2 Fair
Young Wives Tale (Brit.)	Stratford	Audrey Hepburn-Nigel Patrick	June 9, '52	80m	Nov. 29	1623	Good
Yukon Gold (5221)	Mono.	Kirby Grant	Aug. 31, '52	62m	July 12	(S) 1442	

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 SHORT SUBJECTS CHART APPEARS ON PAGES 1638-1639, ISSUE OF DECEMBER 13, 1952

The Product Digest

RELEASE CHART BY COMPANIES

Complete catalogue of features released during 12 months plus coming attractions

This Product Digest section — a regular service of MOTION PICTURE HERALD — lists all features in release from December, 1951, plus complete coming attractions. Titles are arranged in order of release dates. Advance dates are subject to change. Running times are the official times supplied by the distributor.

For index to reviews, synopses and ratings see the alphabetical Release Chart in the weekly Product Digest.

(R) designates a reissue. (C) designates color.

ALLIED ARTISTS

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
5301	Battle Zone	Oct. 26 '52	John Hodiak, Linda Christian	82	Drama
5304	Wyoming Roundup	Nov. 9 '52	Whip Wilson	53	Western
5314	No Holds Barred	Nov. 23 '52	Bowery Boys	66	Comedy
5291	Flat Top (C)	Nov. 30 '52	Sterling Hayden, Richard Carlson	85	Drama
5298	Jungle Girl	Dec. 7 '52	Johnny Sheffield	70	Western
5322	The Maverick	Dec. 14 '52	Bill Elliott	71	Western
5292	Hiawatha (C)	Dec. 28 '52	Vincent Edwards, Yvette Duguay	80	Drama
5222	Timber Wolf	Jan. 4 '53	Kirby Grant	63	Adventure
5332	Star of Texas	Jan. 11 '53	Wayne Morris	83	Western
5308	Torpedo Alley	Jan. 25 '53	Mark Stevens, Dorothy Malone	84	Drama
5316	Tangler Incident	Feb. 1 '53	George Brent, Mari Aldon	84	Melodrama
5323	The Homesteaders	Feb. 8 '53	Bill Elliott	70	Western
5302	Kansas Pacific (C)	Feb. 22 '53	Sterling Hayden, Eve Miller	70	Western
5318	Jalopy	Mar. 1 '53	Bowery Boys	66	Comedy
5326	White Lightning	Mar. 15 '53	Stanley Clements	66	Western
5303	Fort Vengeance (C)	Mar. 29 '53	James Craig, Rita Moreno	66	Western
5333	The Marksmen	Apr. 5 '53	Wayne Morris	66	Western
5310	Cow Country	Apr. 26 '53	Edmond O'Brien, Helen Westcott	66	Western
5309	Son of Belle Star (C)	May 31 '53	Kath Larsen, Peggie Castle	66	Western
5311	Roar of the Crowd (C)	June 28 '53	Howard Duff, Helene Stanley	66	Drama

Monogram

5146	Texas Lawmen	Dec. 2 '51	Johnny Mack Brown	54	Western
5124	Northwest Territory	Dec. 9 '51	Kirby Grant, Gloria Saunders	61	Western
5156	Stage to Blue River	Dec. 30 '51	Whip Wilson	58	Western
5217	Steel Fist, The	Jan. 6 '52	Roddy McDowall, Kristine Miller	78	Drama
5241	Texas City	Jan. 27 '52	Johnny Mack Brown, Jimmy Ellison	54	Western
5251	Night Raiders	Feb. 3 '52	Whip Wilson	52	Western
5102	Fort Ouzer (C)	Feb. 10 '52	Red Cameron, Jane Nigh	72	Western

(Continued in column 2)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
5229	Aladdin and His Lamp (C)	Feb. 24 '52	Patricia Medina, John Sands	67	Drama
5224	Waco	Feb. 24 '52	Wild Bill Elliott	68	Western
5104	Rodeo (C)	Mar. 9 '52	Jane Nigh, John Archer	70	Western
5211	Hold That Line	Mar. 23 '52	Bowery Boys	64	Melodrama
5242	Man from the Black Hills	Mar. 30 '52	Johnny Mack Brown, Jimmy Ellison	57	Western
5215	Jet Job	Apr. 6 '52	Stanley Clements	63	Western
5252	Gunman, The	Apr. 21 '52	Whip Wilson, Fuzzy Night	52	Western
5209	Desert Pursuit	May 11 '52	Wayne Morris	71	Adventure
5205	Wild Stallion	May 12 '52	Ben Johnson, Edgar Buchanan	70	Western
5225	Kansas Territory	May 20 '52	Bill Elliott	55	Western
5207	African Treasure	June 8 '52	Johnny Sheffield, Laurette Luez	70	Adventure
5229	Gold Fever	June 15 '52	John Calvert, Ralph Morgan	63	Melodrama
5212	Here Comes the Marines	June 29 '52	Leo Gorcey, Huntz Hall	66	Comedy
5203	Wagon West (C)	July 6 '52	Foggy Castle, Rod Cameron	70	Western
5218	Sea Tiger	July 27 '52	John Archer, Marguerite Chapman	71	Melodrama
5253	Montana Incident	Aug. 10 '52	Whip Wilson	54	Western
5244	Rose Bowl Story, The (C)	Aug. 24 '52	Marshall Thompson, Vera Miles	73	Drama
5221	Yukon Gold	Aug. 31 '52	Kirby Grant	62	Adventure
5226	Fargo	Sept. 7 '52	Bill Elliott, Phyllis Coates	69	Western
5243	Dead Man's Trail	Sept. 21 '52	Johnny Mack Brown	59	Western
5213	Feudin' Fools	Oct. 5 '52	Leo Gorcey, Huntz Hall	63	Comedy
5216	Army Ambush	Oct. 12 '52	Stanley Clements, Karen Sharpe	61	Western
5244	Canyon Ambush	Oct. 12 '52	Johnny Mack Brown	53	Western
5210	Airline Flight	Oct. 19 '52	Wayne Morris, Alan Hale, Jr.	78	Melodrama

Stratford

(All British)

Man on the Run	Feb. 24 '52	Derek Farr, Joan Hopkins	82	Melodrama
You Can't Heat the Irish	Mar. 17 '52	Jack Warner, Michael Dolan	82	Comedy
Franchise Affair, The	Apr. 1 '52	Michael Denison, Dulcie Gray	55	Mystery
Young Wives Tale	June 9 '52	Audrey Hepburn, Nigel Patrick	80	Comedy
Woman's Angles, The	Sept. 29 '52	E. Underdown, Kathy O'Donnell	90	Drama
Castles in the Air	Dec. 26 '52	David Tomlinson, Helen Cherry	92	Comedy

COLUMBIA

414	Family Secret, The	Dec. 31	John Derek, Lee J. Cobb	85	Drama
420	Man in the Saddle (C)	Dec. 31	Randolph Scott, Joan Leslie	87	Western
184	Pecos River	Dec. 31	Charles Starrett, Smiley Burnette	55	Western
421	Purple Heart Diary	Dec. 31	Frances Langford, Lyle Talbot	73	Musical
413	Ten Tall Men (C)	Dec. 31	Burt Lancaster, Jody Lawrence	87	Adventure

(Continued on following page, column 1)

COLUMBIA (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
419	Beat the Band	Jan. '32	William Holden, Johnny Stewart	103	Drama
417	Indian Uprising (C)	Jan. '32	George Montgomery, Audrey Long	72	Western
473	Old West, The	Jan. '32	Gene Autry	61	Western
483	Smoky Canyon	Jan. '32	Charles Starrett, Smiley Burnette	53	Western
423	Death of a Salesman	Feb. '32	Frederic March, Mildred Dumook	111	Drama
424	First Time, The	Feb. '32	Robert Cummings, Barbara Hale	59	Comedy
422	Harlem Girl, The	Feb. '32	Brian Davis, Paul Marion	74	Comedy
462	How to Succeed in Business Without Really Trying	Feb. '32	Charles Starrett, Smiley Burnette	54	Western
418(R)	Rogue, The Wild Stallion	Feb. '32	Fred Stone, Rochelle Hudson	65	Western
429	Jungle Jim in the Forbidden Land	Mar. '32	Johnny Weissmuller, Angela Genn	65	Adventure
439	My Six Convicts	Mar. '32	John Hall, Gilbert Roland	104	Drama
432	Oh, Wally!	Mar. '32	Gene Autry	61	Western
442	Oh, Wally!	Mar. '32	Pat O'Brien, Richard Denning	87	Drama
415	Sandal Sheet	Mar. '32	Broderick Crawford, Donna Reed	82	Drama
485	Laramie Mountains	Apr. '32	Charles Starrett, Smiley Burnette	53	Western
425	Marrying Kind, The	Apr. '32	Judy Holliday, Aldo Ray	91	Comedy
427	Thief of Damascus (C)	Apr. '32	Paul Henreid, Jeff Donnell	78	Drama
471	Apache Country	May '32	Gene Autry	62	Western
434	Suiter, The	May '32	Adolphe Menjou, Arthur Franz	82	Western
428	Southern (C)	May '32	Mickey Rooney, Ann James	83	Melodrama
435	Tank in Indo-China, A	May '32	John Archer	87	Melodrama
441	Brave Warrior (C)	June '32	Jon Hall, Christine Larsen	73	Western
438	Montana Territory (C)	June '32	Lon McCallister, Wanda Hendrix	73	Western
436	Paula	June '32	Loretta Young, Kent Smith	80	Drama
497	Rough, Tough West	June '32	Charles Starrett, Smiley Burnette	54	Western
426	Walk East on Beacon	June '32	George Murphy, Virginia Gilmore	98	Drama
474	Barbed Wire	July '32	Gene Autry	61	Western
437	Brigand, The (C)	July '32	Anthony Dexter, Jody Lawrence	94	Adventure
440	California Conquest (C)	July '32	Cornel Wilde, Teresa Wright	79	Drama
442	Junction City	July '32	George Montgomery	78	Drama
439	Red Snow	July '32	Charles Starrett, Smiley Burnette	54	Western
416	Storm Over Tibet	July '32	Guy Madison, Ray Mala	75	Adventure
431	Captain Pirate (C)	Aug. '32	Diana Douglas, Rex Reason	87	Adventure
509	Clouded Yellow, The (Brit.)	Aug. '32	Louis Hayward, Patricia Medina	85	Adventure
481	Kid from Broken Gun, The	Aug. '32	Jean Simmons, Trevor Howard	89	Drama
504	Last Train from Bombay	Aug. '32	Charles Starrett	56	Western
501	Affair in Trinidad	Sept. '32	Rita Hayworth, Glenn Ford	72	Melodrama
583	Rainbow 'Round My Shoulder (C)	Sept. '32	Frankie Laine, Billy Daniels	78	Melodrama
476	Wagon Team	Sept. '32	Gene Autry	61	Western
507	Assignment: Paris	Oct. '32	Dana Andrews, Maria Toren	83	Drama
508	Golden Hawk, The (C)	Oct. '32	Sterling Hayden, Rhonda Fleming	83	Drama
509	Blue Canadian Rockies	Nov. '32	Gene Autry, Pat Buttram	58	Western
509	Hanuman's Knot (C)	Nov. '32	Randolph Scott, Donna Reed	84	Western
509	Ladies of the Chorus	Nov. '32	Marilyn Monroe, Aileen Jergens	61	Musical
509	Voodoo Tiger	Nov. '32	Johnny Weissmuller, Jean Byron	67	Adventure
506	Eight Iron Men	Dec. '32	Bonar Colleano, Arthur Franz	80	Drama
506	The Happy Time	Dec. '32	Charles Boyer, Louis Jourdan	94	Comedy
505	Invasion, U.S.A.	Dec. '32	Gerald Mohr, Peggie Castle	74	Drama
505	Strange Fascination	Dec. '32	Hugo Haas, Cleo Moore	80	Drama
505	The Four Poster	Jan. '33	Rex Harrison, Lilli Palmer	103	Drama
505	The Pathfinder	Jan. '33	George Montgomery, Helena Carter	78	Drama
505	Winning of the West	Jan. '33	Gene Autry	57	Western
505	Last of the Comanches (C)	Feb. '33	Broderick Crawford, Barbara Hale	78	Drama

All Ashore (C) Mickey Rooney Musical
 5000 Fingers of Dr. T (C) Peter Lind Hayes, Mary Healy Fantasy

MGM (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
231	Caroline Williams	May '32	James Stewart, Wendell Corey	101	Drama
232	Girls in White, The	May '32	June Allyson, Arthur Kennedy	93	Drama
233	Shirts Aloft (C)	May '32	Esther Williams, Barry Sullivan	109	Musical
230	Young Man With Ideas	May '32	Isidor Ford, Ruth Roman	84	Drama
234	Glory Alley	June '32	Leslie Caron, Ralph Meeker	79	Drama
235	Pat and Mike	June '32	Spencer Tracy, Katharine Hepburn	95	Comedy
236	Scaramouche (C)	June '32	Stewart Granger, Janet Leigh	115	Drama
237	Love to Look at (C)	July '32	Howard Keel, Kathryn Grayson	105	Musical
238	Washington Story	July '32	Van Johnson, Patricia Neal	82	Drama
239	Holiday for Sinners	July '32	Kennan Wynne, Janice Rule	72	Drama
240	You for Me	Aug. '32	Peter Lawford, Jane Greer	71	Comedy
241	Peerless Fagan	Aug. '32	Janet Leigh, Carleton Carpenter	79	Comedy
242	Ivanhoe (C)	Aug. '32	Robert Taylor, Elizabeth Taylor	106	Drama
301	Merry Widow, The (C)	Sept. '32	Lana Turner, Fernando Lamas	103	Musical
302	Devil Makes Three, The	Sept. '32	Gene Kelly, Pier Angeli	96	Drama
303	My Man and I	Sept. '32	Shelley Winters, Wendell Corey	99	Drama
304	Because You're Mine (C)	Oct. '32	Mario Lanza, Doretta Morrow	103	Musical
306	Apache War Smoke	Oct. '32	Gilbert Roland, Glenda Farrell	87	Musical
308	Everything I Have Is Yours (C)	Oct. '32	The Champions, D. O'Keefe	92	Musical
309	Prisoner of Zenda (C)	Nov. '32	Peter Lawford, Dawn Addams	86	Drama
310	Hour of 13, The	Nov. '32	Spencer Tracy, Gene Tierney	104	Drama
311	Plymouth Adventure (C)	Nov. '32	Spencer Tracy, Gene Tierney	104	Drama
312	Sky Full of Moon	Dec. '32	Carleton Carpenter, Jan Sterling	75	Musical
312	Million Dollar Mermaid (C)	Dec. '32	Esther Williams, Victor Mature	115	Musical
312	Above and Beyond	Jan. '33	Robert Taylor, Eleanor Parker	122	Drama
312	Bad and the Beautiful, The	Jan. '33	Lana Turner, Kirk Douglas	118	Drama
312	Clown, The	Jan. '33	Red Skelton, Tim Considine	71	Comedy
312	Desperate Search, The	Jan. '33	Howard Keel, Betsy Gray	71	Musical
312	Jeopardy	Feb. '33	Barbara Stanwyck, Barry Sullivan	71	Musical
312	Naked Spur (C)	Feb. '33	James Stewart, Janet Leigh	71	Musical
312	I Love Melvin (C)	Mar. '33	Donald O'Connor, Debbie Reynolds	71	Musical
312	Rogue's March	Mar. '33	Peter Lawford, Janice Rule	71	Musical
312	Sombrero (C)	Mar. '33	Ricardo Montalban, Cyd Charisse	71	Musical
312	Confidentially Connie	Apr. '33	Janet Leigh, Van Johnson	71	Musical
312	Dream Wife	Apr. '33	Cary Grant, Deborah Kerr	71	Musical
312	Small Town Girl (C)	Apr. '33	Janet Leigh, Farley Granger	71	Musical
312	Lili (C)	Apr. '33	Leslie Caron, Mel Ferrer	71	Musical
312	Quo Vadis (C)	Special	Robert Taylor, Deborah Kerr	168	Drama
312	Story of Three Loves, The (C)	Special	Pier Angeli, Leslie Caron, Maura Shearer	168	Drama
312	Battle Circus	Special	Humphrey Bogart, June Allyson	168	Drama
312	Cody Two	Special	Sally Forrest, Ralph Meeker	168	Drama
312	Cry of the Hunted	Special	Vittorio Gassman, Polly Bergen	168	Melodrama
312	Dangerous When Wet	Special	Esther Williams, Fernando Lamas	168	Musical
312	Give a Girl a Break (C)	Special	Elizabeth Taylor, Fernando Lamas	168	Musical
312	Jolins Caesar	Special	Margaret Gower Champion	168	Musical
312	Never Let Me Go	Special	Mason Garson, Kerr, Brando, Calhern	168	Drama
312	Remains to Be Seen	Special	June Allyson, Van Johnson	168	Drama
312	See How They Run	Special	Robert Horton, Dorothy Dandridge	168	Drama
312	Slight Case of Larceny, A	Special	Mickey Rooney, Eddie Bracken	168	Drama
312	Time Bomb	Special	Glen Ford, Anne Vernon	168	Drama
312	Vaquero (C)	Special	Ava Gardner, Robert Taylor, H. Keel	168	Drama
312	Vicki (C)	Special	Greer Garson, Walter Pidgeon	168	Comedy

MONOGRAM

(See listing under Allied Artists)

COLUMBIA (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
5097	Glass Wall, The	Dec. 7 '51	Vittorio Gassman, Gloria Grahame	75	Drama
5098	Juggler, The	Dec. 21 '51	Kirk Douglas, Milly Vitale	85	Drama
5099	Member of the Wedding	Jan. 11 '52	Julie Harris, Ethel Waters	75	Drama
5100	On Top of Old Smoky	Jan. 25 '52	Gene Autry	75	Western
5101	One Girl's Confession	Feb. 15 '52	Hugo Haas, Cleo Moore	75	Drama
5102	Pack Train	Mar. 5 '52	Gene Autry	75	Western
5103	Prince of Pirates (C)	Apr. 1 '52	Broderick Crawford	75	Adventure
5104	Red Beret (C)	Apr. 25 '52	John Derek, Barbara Rush	75	Drama
5105	Salome, Dance of the Seven Veils (C)	May 14 '52	Rita Hayworth, Leo Genn	75	Drama
5106	Savage Matiny	June 2 '52	Johnny Weissmuller	75	Adventure
5107	Serpent of the Nile	June 16 '52	Rhonda Fleming	75	Drama
5108	Slaves of Babylon (C)	July 1 '52	Richard Conte, Linda Christian	75	Drama
5109	Target-Hongkong	Aug. 1 '52	Richard Denning, Nancy Gates	75	Drama
5110	Great Adventure	Dec. 7 '51	Dennis Price, Jack Hawkins	75	Adventure
5111	Tales of Robin Hood	Dec. 21 '51	Robert Clarke, Mary Hatcher	75	Adventure
5112	For Men Only	Jan. 11 '52	Paul Henreid	75	Drama
5113	Man Hunt	Jan. 25 '52	George Brent, Marguerite Chapman	75	Drama
5114	Stronghold	Feb. 15 '52	Veronica Lake, Zachary Scott	75	Drama
5115	Wings of Danger	Mar. 5 '52	Native Cast	75	Drama
5116	Valley of Eagles (Brit.)	Apr. 1 '52	Zachary Scott, Robert Beatty	75	Drama
5117	Loan Shark	Apr. 25 '52	Jack Warner, Nadia Gray	75	Drama
5118	Outlaw Women (C)	May 14 '52	George Raft, Dorothy Hart	75	Drama
5119	Pirate Face	June 2 '52	Marie Windsor, Richard Rober	75	Drama
5120	Private Submarine	June 16 '52	Paul Henreid, Elizabeth Scott	75	Drama
5121	Jungle, The	Aug. 1 '52	Rod Cameron, Cesar Romero	75	Drama
5122	Secret People (Brit.)	Aug. 25 '52	Valentina Cortese, Audrey Hepburn	75	Metodrama
5123	Scotland Yard Inspector	Oct. 31 '52	Cesar Romero, Lois Maxwell	75	Metodrama
5124	Trombo, the Tiger Man	Nov. 14 '52	Joe Sawyer, William Tracy	75	Comedy
5125	Mr. Walkie Talkie	Dec. 12 '52	Randolph Scott, Charles Langdon	75	Comedy
5126	(R) Captain Kidd	Dec. 26 '52	Gregory Peck, Joan Bennett	75	Adventure
5127	Gambler and the Lady	Jan. 16 '53	Dane Clark, Naomi Chance	75	Metodrama
5128	Tail Tweak, The	Feb. 13 '53	Lloyd Bridges, Marie Windsor	75	Western

MGM

212	Light Touch, The	Dec. 7 '51	Stewart Granger, Pier Angeli	82	Drama
213	Calling Bulldog Drummond	Dec. 14 '51	Walter Pidgeon, Margaret Lockton	82	Mystery
214	Callaway Went Thataway	Dec. 28 '51	Howard Keel, Dorothy McGuire	82	Comedrama
215	It's a Big Country	Jan. 4 '52	All Star Cast	89	Drama
216	Westward the Women	Jan. 11 '52	Robert Taylor, Denise Dares	116	Drama
217	Pandora and the Flying Dutchman (C)	Jan. 18 '52	Ava Gardner, James Mason	123	Fantasy
223	Belle of New York (C)	Feb. '52	Fred Astaire, Vera-Ellen	82	Musical
224	Invitation, The	Feb. '52	Dorothy McGuire, Van Johnson	85	Musical
225	Lone Star, The	Feb. '52	Clark Gable, Ava Gardner	96	Western
226	Sellout, The	Feb. '52	Walter Pidgeon, Audrey Totter	83	Drama
227	Shadow in the Sky	Feb. '52	Nancy Davis, James Whitmore	78	Drama
228	Just This Once	Mar. '52	Peter Lawford, Janet Leigh	90	Comedy
229	Love Is Better Than Ever	Mar. '52	Elizabeth Taylor, Larry Parks	81	Comedrama
230	Wild North, The (C)	Mar. '52	Stewart Granger, Cyd Charisse	97	Adventure
231	Singin' in the Rain (C)	Apr. '52	Gene Kelly, Debbie Reynolds	103	Musical
232	Talk About a Stranger	Apr. '52	George Murphy, Nancy Davis	82	Drama
233	When in Rome	Apr. '52	Van Johnson, Paul Douglas	78	Drama

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PARAMOUNT

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
5110	My Favorite Spy	Dec. 31	Bob Hope, Hedy Lamarr	93	Comedy
5111	Silver City (C)	Dec. 31	Yvonne De Carlo, Harry Fitzgerald	90	Western
5112	Hong Kong (C)	Jan. 32	Ronald Reagan, Rhonda Fleming	91	Adventure
5113	Flaming Feather (C)	Feb. 32	Sterling Hayden, Arlene Whelan	78	Western
5114	Sailor Beware	Feb. 32	Dean Martin, Jerry Lewis	103	Comedy
5115	Something to Live For	Mar. 32	Joan Fontaine, Ray Milland	89	Comedrama
5116	Aaron Slick from Punkin Crick (C)	Apr. 32	Alan Young, Dinah Shore	95	Musical
5117	My Son, John	Apr. 32	Helen Hayes, Van Heflin	122	Drama
5118	Anything Can Happen	May 32	Joe Ferrer, Kim Hunter	107	Comedrama
5119	Red Mountain (C)	May 32	Alan Ladd, Elizabeth Scott	84	Western
5120	Denver and Rio Grande (C)	June 32	Edmond O'Brien, Sterling Hayden	89	Western
5121	Atomic City, The	June 32	Michael Moore, Nancy Gates	85	Metodrama
5122	Encore (Brit.)	July 32	Roland Culver, Glynis Johns	99	Drama
5123	Greatest Show on Earth (C)	July 32	All-Star Cast	133	Circus-Dy.
5124	Jumping Jacks	July 32	Dean Martin, Jerry Lewis	96	Comedy
5125	Son of Paleface (C)	Aug. 32	Jennifer Jones, Laurence Olivier	118	Drama
5126	Just for You (C)	Aug. 32	Bob Hope, Jane Russell	101	Comedy
5127	Caribbean (C)	Sept. 32	Bing Crosby, Jane Payne	95	Musical
5128	Somebody Loves Me (C)	Oct. 32	Betty Hutton, Ralph Meeker	97	Comedy
5129	Hurricane Smith (C)	Oct. 32	Yvonne De Carlo, John Ireland	90	Metodrama
5130	Turning Point, The	Nov. 32	William Holden, Alexis Smith	85	Drama
5131	Savage, The (C)	Nov. 32	Charlton Heston, Susan Morrow	95	Western
5132	Blazing Forest, The (C)	Dec. 32	John Payne, Susan Morrow	90	Western
5133	Cleopatra (R)	Dec. 32	Claudette Colbert, Henry Wilcoxon	141	Drama
5134	Road to Bali (C)	Jan. 33	Crosby, Dorothy Lamour, Hope	90	Comedy
5135	Thunder in the East	Jan. 33	Alan Ladd, Deborah Kerr	98	Drama
5136	Tropic Zone (C)	Jan. 33	Ronald Reagan, Rhonda Fleming	94	Drama
5137	Come Back, Little Sheba	Feb. 33	Shirley Booth, Burt Lancaster	99	Drama
5138	The Slough	Feb. 33	Dean Martin, Jerry Lewis	100	Comedy
5139	Pleasure Island (C)	Mar. 33	Don Taylor, Gene Barry	90	Comedy
5140	Off Limits	Mar. 33	Anna Maria Alberghetti	90	Musical
5141	The Stars Are Singing (C)	Apr. 33	Bob Hope, Marilyn Maxwell	90	Comedy
5142	War of the Worlds (C)	Apr. 33	Charlton Heston, Rhonda Fleming	90	Western
5143	Jamaica (C)	May 33	Ray Milland, Arlene Dahl	90	Drama
5144	Rock Graysen's Women (C)	May 33	Gene Barry, A. Robinson	90	Drama
5145	Arrowshead (C)	June 33	John Payne, Jan Sterling	90	Adventure
5146	Botany Bay (C)	June 33	Charlton Heston, Mary Sinclair	90	Drama
5147	Forever Female	June 33	Alan Ladd, James Mason	90	Comedy
5148	Houdini (C)	June 33	Paul Douglas, Ginger Rogers	90	Drama
5149	Little Boy Lost	June 33	Janet Leigh, Tony Curtis	90	Drama
5150	Roman Holiday	June 33	Bing Crosby, Claude Dauphin	90	Drama
5151	Scared Stiff	June 33	Gregory Peck, Audrey Hepburn	90	Drama
5152	Shane (C)	June 33	Dean Martin, Jerry Lewis	90	Comedy
5153	Slag 17	June 33	Alan Ladd, Jean Arthur	90	Western

REPUBLIC

5143	Wild Blue Yonder	Dec. 5 '51	Wendell Corey, Vera Ralston	98	Drama
5144	Isle of the Golden West	Dec. 15 '51	Ray Rogers, Dale Evans	98	Western
5145	Storm Bound	Dec. 15 '51	Constance Dowling, Andrea Cechchi	69	Drama
5146	Woman in the Dark	Jan. 15 '52	Penny Edwards, Ross Elliott	69	Metodrama
5147	Captive of Billy the Kid	Jan. 22 '52	Alan Rocky Lane, June Havoc	84	Western
5148	Lady Possessed, The	Jan. 22 '52	Alan Rocky Lane, June Havoc	87	Drama
5149	Colorado Sundown	Feb. 8 '52	Ray Allen, Mary Ellen Kay	87	Western
5150	Last Musketeer, The	Feb. 8 '52	Ray Allen, Mary Ellen Kay	87	Western
5151	Leadville Gunslinger	Mar. 22 '52	Alan Rocky Lane, June Havoc	94	Western
5152	Oklahoma Annie (C)	Mar. 24 '52	Julie Conners, John Russell	90	Western
5153	Phantom Smokey, The	Apr. 1 '52	Estelita Rodriguez, Robert Clarke	80	Comedy
5154	Border Saddlemates	Apr. 15 '52	Rev. Allen	87	Western

(Continued on following page, column 1)

REPUBLIC

(Continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
5165	Hoodlum Empire	Apr. 15 '52	Brian Donlevy, Claire Trevor	98	Melodrama
5069	Wild Horse Ambush	Apr. 15 '52	Michael Chaplin, Eileen Jansen	54	Western
5173	Gaby and Gals	May 1 '52	Bernard Bros., Cathy Downs	86	Comedy
5172	Black Hills Ambush	May 29 '52	Allan Rocksy Lane	84	Western
5179	Bal Tabarin	June 1 '52	Muriel Lawrence, William Ching	84	Musical
5108	I Dream of Jeannie	June 13 '52	Ray Middleton, Muriel Lawrence	90	Drama
5173	Thundering Caravans	June 20 '52	Allan Rocksy Lane	54	Western
5174	Old Oklahoma Plains	July 25 '52	Rex Allen	54	Western
5107	Woman of the North Country	Sept. 5 '52	Ruth Hussey, Rod Cameron	90	Drama
5126	Tropical Heat Wave	Oct. 1 '52	Estrellita, Robert Burton	74	Comedy
5174	Desperadoes Outpost	Oct. 19 '52	Allan Rocksy Lane	54	Western
5109	Toughest Man in Arizona	Oct. 19 '52	Vaughn Monroe, Joan Leslie	90	Western
5123	WAC from Walla Walla	Oct. 20 '52	Judy Canova, Stephen Dunne	85	Comedy
5143	South Pacific Trail	Oct. 20 '52	Rex Allen	83	Western
5201	Thunderbirds	Nov. 27 '52	Mona Freeman, John Barrymore, Jr.	95	Drama
5202	Marshal of Cedar Rock	Jan. 1 '53	Allan Rocksy Lane	90	Western
5202	Ride the Man Down	Jan. 1 '53	Brian Donlevy, Forrest Tucker	90	Western
5202	The Quiet Man	Special	John Wayne, Maureen O'Hara	129	Comedrama

RKO RADIO

214	Double Dynamite	Dec. '51	Frank Sinatra, Jane Russell	60	Comedy
216	Overland Telegraph	Dec. '51	Tim Holt, Richard Martin	60	Western
218	Girl in Every Port, A	Jan. '52	Groucho Marx, Marie Wilson	86	Comedy
215	I Want You	Jan. '52	Dana Andrews, Dorothy McGuire	102	Drama
222	On Dangerous Ground (formerly Dark Highway)	Jan. '52	Ida Lupino, Robert Ryan	82	Melodrama
265	Tembo	Jan. '52	Howard Hilla and Wild Animals	80	Adventure
220	At Sword's Point	Feb. '52	Cornel Wilde, Maureen O'Hara	81	Adventure
267(R)	Cal People, The	Feb. '52	Simone Simon, Kent Smith	73	Mystery
266(R)	Hunchback of Notre Dame, The	Feb. '52	Charles Laughton, Maureen O'Hara	117	Drama
217	Las Vegas Story	Feb. '52	Jane Russell, Victor Mature	88	Drama
292(R)	Snow White & Seven Dwarfs	Feb. '52	Dinny Feature	83	Fairy Tale
219	Trail Guide	Feb. '52	Tim Holt	68	Western
213	Face That Thrills, The	Mar. '52	Bill Williams, Carla Balenda	63	Melodrama
221	Rancho Notorious	Mar. '52	Marlene Dietrich, Arthur Kennedy	89	Western
268	Rashomon (Japanese)	Mar. '52	Toshiro Mifune, Machiko Kyo	86	Drama
223	Road Agent	Mar. '52	Tim Holt, Norine Nash	60	Western
222	Whispering Smith vs. Scotland Yard	Mar. '52	Richard Carlson, Greta Gyn	77	Melodrama
271(R)	Body Snatchers	Apr. '52	Boris Karloff, Bela Lugosi	78	Horror
272(R)	I Walked With a Zombie	Apr. '52	Frances Dee, Tom Conway	69	Horror
224	Macao	Apr. '52	Jane Russell, Robert Mitchum	80	Drama
227	Target	Apr. '52	Tim Holt, Richard Martin	60	Western
225	Tarzan's Savage Fury	Apr. '52	Lex Barker, Dorothy Hart	60	Adventure
226	Desert Passage	May '52	Tim Holt, Joan Dixon	60	Western
303	Faithful City, The (Israel)	May '52	Jamie Smith, John Slater	86	Drama

20th CENTURY-FOX

(Continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
213	Bulles on Their Tires	May '52	Jeanne Crain, Myrna Loy	89	Comedy
222(R)	Laura	May '52	Gene Tierney, Dana Andrews	87	Drama
215	Deadline, U.S.A.	May '52	Donna Reed, Eddi R. Barrymore	82	Drama
217	Outcasts of Poker Flat	May '52	Dale Robertson, Anne Baxter	81	Drama
223(R)	This Above All	May '52	Tom Power, Joan Fontana	110	Drama
217	Kangaroo	June '52	Maureen O'Hara, Peter Lawford	84	Drama
219	Lidia Bailey	June '52	Dale Robertson, Anne Francis	89	Drama
235(R)	Leave Her to Heaven	June '52	Gene Tierney, Cornell Wilde	119	Drama
236(R)	Rains Came, The	June '52	Myrna Loy, Tyrone Power	95	Drama
218	Lady in the Iron Mask	July '52	Louis Hayward, Patricia Medina	78	Adventure
226	Wait Till the Sun Shines, Nellie	July '52	Joan Peters, Hugh Marlowe	105	Comedrama
221	We're Not Married	July '52	Ginger Rogers, David Wayne	87	Comedy
222	Diplomatic Courier	July '52	Tyrone Power, Patricia Neal	97	Drama
257(R)	To the Shores of Tripoli	July '52	John Payne, Maureen O'Hara	85	Drama
238(R)	Dead Swan	July '52	Tyrone Power, Maureen O'Hara	83	Comedy
223	Dreamboat	Aug. '52	Clifton Webb, Ginger Rogers	83	Comedy
224	Don't Bother to Knock	Aug. '52	Marilyn Monroe, Richard Widmark	74	Comedy
225	Les Misérables	Aug. '52	Michael Rennie, Debra Paget	104	Drama
226	What Price Glory	Aug. '52	James Cagney, Dan Dailey	111	Drama
227	Lure of the Wilderness	Sept. '52	Jean Peters, Jeffrey Hunter	92	Melodrama
230	O'Henry's Full House	Sept. '52	All Star Cast	91	Drama
239	Monkey Business	Sept. '52	Cary Grant, Marilyn Monroe	97	Comedy
241	My Wife's Best Friend	Oct. '52	Victor Mature, Patricia Neal	87	Comedrama
228	O. Henry's Full House	Oct. '52	Victor Mature, Patricia Neal	81	Comedy
229	Way of a Guncho	Oct. '52	Gene Tierney, Rory Calhoun	91	Western
236	Bloodhounds of Broadway	Nov. '52	Mitzi Gaynor, Scott Brady	84	Comedy
235	Pony Soldier	Nov. '52	Gary Merrill, Linda Darnell	77	Drama
237	Night Without Sleep	Nov. '52	Tyrone Power, Cameron Mitchell	85	Drama
232	Steel Trap	Nov. '52	Joseph Cotten, Teresa Wright	85	Melodrama
233	My Pal Gus	Dec. '52	Richard Widmark, Joanne Dru	83	Comedrama
239	Stars and Stripes Forever	Dec. '52	Clifton Webb, Ruth Hussey	89	Musical
304	My Cousin Rachel	Jan. '53	Olivia de Havilland, Richard Burton	98	Drama
302	I Don't Care Girl	Jan. '53	Mitzi Gaynor, David Wayne	78	Musical
303	Ruby Gentry	Jan. '53	Jennifer Jones, Charlton Heston	82	Drama
304	Thief of Venice	Jan. '53	María Montez, Paul Christian	91	Drama
305	Taxi	Feb. '53	Dan Dailey, Constance Smith	81	Comedy
306	Niagara	Feb. '53	Marilyn Monroe, Joseph Cotten	84	Melodrama
307	Farmer Takes a Wife	Feb. '53	Betty Grable, Dale Robertson	83	Musical
308	Treasure of the Golden Condor	Mar. '53	Cornel Wilde, Constance Smith	83	Drama
309	Silver Whip	Mar. '53	Rory Calhoun, Dale Robertson	83	Western
309	Desert Rats, The	Apr. '53	Robert Newton, James Mason	83	Drama
309	Destination Goli	Apr. '53	Richard Widmark, Don Taylor	83	Adventure
309	President's Lady	Apr. '53	Susan Hayward, Charlton Heston	83	Drama
309	Tonight We Sing	Apr. '53	David Wayne, Elio Pina	83	Musical
309	Down Among the Shelters	Apr. '53	William Lundigan, Mitzi Gaynor	83	Musical
309	Palms of Cairo	May '53	June Haver, Dan Dailey	83	Comedrama
309	Girl Next Door	May '53	Fredric March, Gloria Grahame	83	Drama
309	Man on a Tightrope	May '53	Rory Calhoun, Jean Peters	83	Western
309	Baptism of Fire	July '53	Victor Mature	83	Drama
309	Pickup on South Street	Aug. '53	Richard Widmark, Jean Peters	83	Drama
309	Snows of Kilimanjaro	Aug. '53	Gregory Peck, Ava Gardner	111	Drama
309	Star, The	Special	Bette Davis, Sterling Hayden	83	Drama
309	Nearer My God to Thee	Special	Clifton Webb, Barbara Stanwyck	83	Drama

UNITED ARTISTS

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
	Big Night, The	Dec. 7 '51	John Barrymore, Jr., Joan Loring	75	Drama
	Chicago Calling	Jan. 11 '52	Dan Duryea, Mary Anderson	74	Drama
	Lady Says No, The	Jan. 14 '52	David Niven, Joan Caulfield	68	Comedy
	Another Man's Poison	Jan. 16 '52	Bette Davis, Gary Merrill	89	Drama
	Clotheslout	Jan. 31 '52	Robert Preston, Elizabeth Sellers	83	Drama
	Buffalo Bill in Tomahawk Territory	Feb. 8 '52	Clayton Moore, Slim Andrews	66	Western
	River, The (C)	Feb. 15 '52	Adrienne Corri, Rudia	59	Drama
	One Big Affair	Feb. 22 '52	Dennis O'Keefe, Evelyn Keyes	80	Drama
	Green Glass, The	Feb. 28 '52	Glen Ford, Geraldine Brooks	88	Drama
	Tale of Five Women, A (Ital.)	Mar. 7 '52	Boaz Colton, Gina Lollobrigida	86	Comedrama
	Mutiny (C)	Mar. 14 '52	Patric Knowles, Angela Lansbury	77	Drama
	Royal Journey (C) (Can.)	Mar. 15 '52	Documentary	47	Travel
	African Queen (C)	Mar. 21 '52	Humphrey Bogart, K. Hepburn	104	Adventure
	Strange World	Mar. 28 '52	Angelica Hauff, Alexandro Carlos	51	Drama
	Captive City	Apr. 11 '52	John Forsythe	57	Adventure
	Without Warning	May 8 '52	Adam Williams, Ned Randall	75	Melodrama
	Red Planet Mars	May 19 '52	Peter Graves, Angela King	87	Adventure
	Fighter, The	May 25 '52	Richard Conte, Vanessa Brown	76	Adventure
	(R) Red River	June 6 '52	John Wayne, Montgomery Clift	127	Western
	(R) Tulsa (C)	June 6 '52	Susan Hayward, Robert Preston	89	Drama
	Tales of Hoffmann (C) (Brit.)	June 13 '52	Mona Shaver, Robert Helpmann	118	Opera-Halle
	Confidence Girl	June 20 '52	Torow Conway, Hillary Brooke	81	Melodrama
	Outcast of the Islands (Brit.)	July 11 '52	Trevor Howard, Ralph Richardson	93	Drama
	Actors and Sin	July 18 '52	Edward G. Robinson, Marsha Hunt	85	Drama
	High Noon	July 30 '52	Gary Cooper, Grace Kelly	85	Drama
	Island of Desire (C)	Aug. 4 '52	Linda Darnell, Tab Hunter	93	Drama
	Park Row	Aug. 12 '52	Gene Evans, Mary Welch	83	Drama
	Cry, the Beloved Country	Aug. 22 '52	Canada Lee, Sidney Poitier	96	Comedy
	(R) Guest Wife	Sept. 5 '52	Claudette Colbert, Don Ameche	96	Comedy
	(R) It's in the Bag	Sept. 5 '52	Lyle Talbot, Jack Benny	87	Adventure
	Untamed Women	Sept. 12 '52	Faye Allen, Doris Herrick	76	Mystery
	(R) Lady Vanishes, The	Sept. 19 '52	Michael Redgrave, M. Lockwood	85	Mystery
	Ring, The	Sept. 26 '52	Gerard Mohr, Rita Moreno	79	Drama
	Thief, The	Oct. 10 '52	Ray Milland, Rita Gam	85	Drama
	Linelight	Oct. 23 '52	Chaire Bloom, Charles Chaplin	143	Drama
	Outpost in Malaya	Nov. 21 '52	Claudette Colbert, Jack Hawkins	88	Drama
	Babes in Bagdad (C)	Dec. 7 '52	Paulette Goddard, John Boles	79	Comedy
	Monsieur (C)	Dec. 14 '52	Ursula Thiess, Diana Douglas	81	Drama
	Breaking the Sound Barrier (Brit.)	Dec. 21 '52	Ann Todd, Ralph Richardson	115	Drama
	Kansas City Confidential	Jan. 16 '53	John Payne, Coleen Gray	98	Drama
	Guerilla Girl	Jan. 23 '53	Helmut Dantine, Mariana	80	Melodrama
	Lovers, The	Jan. 30 '53	Samuel Stephen	80	Drama

UNIVERSAL-INTERNATIONAL

Moulin Rouge (C)	José Ferrer	Drama
Return to Paradise (C)	Henry Fonda	Drama
South of Algiers (C)	Isabella Rossellini, Van Heflin	Adventure
Swords Against the Mast (C)	John Payne	Adventure

UNIVERSAL-INTERNATIONAL		
Strange Door, The	Dec. '51	Charles Laughton, Boris Karloff
Weekend with Father	Dec. '51	Van Heflin, Patricia Neal
Bright Victory	Jan. '52	Arthur Kennedy, Peggy Dow
Cimarron Kid, The (C)	Jan. '52	Audie Murphy, Beverly Tyler
Clairmont	Jan. '52	Tom Ewell, Julia Adams
Finder's Keepers	Jan. '52	Maureen O'Hara, Jeff Chandler
Flame of Araby (C)	Feb. '52	James Stewart, Arthur Kennedy
Bend of the River (C)	Feb. '52	Ozsis Nelson, Harriet Nelson
Here Come the Nelsons	Feb. '52	Ozsis Nelson, Harriet Nelson

(Continued on following page, column 1)

UNIVERSAL-INTERNATIONAL (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
205	Meet Danny Wilson	Feb. '52	Frank Sinatra, Shelley Winters	88	Musical
206	Pish and Furry (for, Hear No Evil)	Mar. '52	Tony Curtis, Mona Freeman	83	Drama
214	Steel Town (C)	Mar. '52	Ann Sheridan, John Lund	85	Drama
215	Treasure of Lost Canyon (C)	Mar. '52	William Powell, Julia Adams	81	Adventure
209	Battle at Apache Pass (C)	Apr. '52	John Lund, Beverly Tyler	85	Western
217	Ma and Pa Kettle at the Fair	Apr. '52	Marjorie Main, Percy Kilbride	78	Comedy
216	Brontosaurus (C)	May '52	John Lund, Scott Brady	86	Western
218	No Room for the Groom	May '52	John Curtis, Piper Laurie	87	Comedy
218	Red Ball Express	May '52	Jeff Chandler, Alan Nicot	84	Drama
221	Ivory Hunter (C) (Brit.)	June '52	Anthony Steel, Dinah Sheridan	97	Adventure
222	Just Across the Street	June '52	Ann Sheridan, John Lund	79	Comedy
222	Scarlet Angel (C)	June '52	Yvonne De Carlo, Buck Hagen	81	Drama
224	Francis Goes to West Point	July '52	Piper Laurie, Charles Coburn	81	Comedy
224	Has Anybody Seen My Gal? (C)	July '52	Piper Laurie, Charles Coburn	81	Comedy
225	Sally and Saint Anne	July '52	Ann Sheridan, Edmund Gwenn	90	Comedrama
227	World in His Arms, The (C)	Aug. '52	Gregory Peck, Ann Blyth	101	Drama
228	Duel at Silver Creek, The (C)	Aug. '52	Robert Montgomery, Faith Domergue	77	Comedy
229	Lost in Alaska	Sept. '52	Abbott & Costello, Muriel Green	76	Comedy
230	Untamed Frontier (C)	Sept. '52	Joseph Curtis, Shelley Winters	75	Drama
231	Son of Ali Baba	Sept. '52	Tom Ewell, Maureen O'Sullivan	86	Comedy
232	Bonzo Goes to College	Oct. '52	Tom Ewell, Harvey Lembeck	87	Comedy
233	Willie and Joe Back at the Front	Oct. '52	Jeff Chandler, Scott Brady	86	Melodrama
234	Yankee Doodleman (C)	Oct. '52	Richard Conte, Virginia Lindfors	85	Western
235	Horrors, West (C)	Nov. '52	Richard Conte, Jeff Chandler	90	Drama
301	Because of You	Nov. '52	Loretta Young, Jeff Chandler	84	Comedy
302	It Grows on Trees	Nov. '52	Irene Dunne, Dean Jagger	81	Drama
304	Black Castle, The	Dec. '52	Stephen McNally, Richard Greene	81	Drama
305	Against All Flags (C)	Dec. '52	Errol Flynn, Maureen O'Hara	83	Drama
306	Lawless Breed	Jan. '53	Rick Hudson, Julia Adams	83	Western
307	Meet Me at the Fair (C)	Jan. '53	Dan Dailey, Diana Lynn	87	Musical
309	Redhead from Wyoming (C)	Jan. '53	Maureen O'Hara, Alex Nicol	80	Comedy
310	Mississippi Gambler (C)	Feb. '53	Maureen O'Hara, Alex Nicol	98	Drama
311	Girls in the Night	Feb. '53	Yvonne De Carlo, Glenda Farrell	87	Drama
308	City Beneath the Sea (C)	Mar. '53	Audie Murphy, Susan Cabot	79	Drama
312	Gunslinger (C)	Mar. '53	Rick Hudson, Barbara Hale	75	Western
313	Seminole (C)	Mar. '53	Marjorie Main, Percy Kilbride	75	Comedy
314	Ma and Pa Kettle on Vacation	Apr. '53	Alvin Ladd, Arlene Dahl	75	Drama
315	Desert Legion (C)	Apr. '53	Abbott & Costello	75	Comedy
316	Abbott & Costello Go to Mars	Apr. '53	Abbott & Costello	75	Comedy

Column South (C)	Audie Murphy, Joan Evans	Drama
Flame of the Timberline (C)	Ann Sheridan, Sterling Hayden	Drama
Francis Covers the Big Town	Donald O'Connor, Nancy Guild	Comedy
Law and Order (C)	Ronald Reagan, Susan Cabot	Western
Lone Hand (C)	Joel McCrea, Barbara Hale	Western
Ma and Pa Kettle at Waikiki	Marjorie Main, Percy Kilbride	Comedy
Sioux Uprising (C)	Jeff Chandler, Faith Domergue	Western
Thunder Bay (C)	James Stewart	Drama

U-I Special Films Division

(All British)

282	Man in the White Suit, The	Apr. '52	Alec Guinness, Joan Greenwood	85	Comedy
283	Island Rescue	June '52	David Niven, Glenn Johnson	87	Comedy
284	Stranger in Between, The	Aug. '52	Dick Bogarde, Elizabeth Sellars	84	Drama

(Continued in column 2)

U-I Special Films Division (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
285	The Promoter	Oct. 28 '52	Alec Guinness, Valerie Hobson	88	Comedy
351	Importance of Being Earnest (C)	Dec. 22 '52	Michael Redgrave, Joan Greenwood	88	Comedy
350	Something Money Can't Buy		Anthony Steel, Patricia Roe		Drama
352	The Penny Princess (C)		Volande Donlan, Dirk Bogarde		Comedy
353	Story of Mandy		Phyllis Calvert, Jack Hawkins		Drama
WARNER BROTHERS					
109	Starlift	Dec. 1 '51	All-Star Cast	103	Musical
110(R)	Captain Blood	Dec. 15 '51	Errol Flynn, Olivia de Havilland	98	Drama
111	Distant Drum (C)	Dec. 29 '51	Gary Cooper, Robert Harrat	101	Drama
112	I'll See You in My Dreams	Jan. 12 '52	Boris Day, Frank Lovejoy	110	Musical
113	Room for One More	Jan. 26 '52	Cary Grant, Betty Drake	95	Drama
114	This Woman Is Dangerous	Feb. 9 '52	Joan Crawford, Dennis Morgan	97	Drama
115	Retreat, Hell!	Feb. 23 '52	Richard Carlson, Frank Lovejoy	95	Drama
116	Bugles in the Afternoon (C)	Mar. 8 '52	Ray Milland, Helena Carter	85	Drama
104	Streetcar Named Desire, A	Mar. 22 '52	Vivien Leigh, Marlon Brando	122	Drama
117	Jack and the Beanstalk (C)	Mar. 29 '52	Kirk Douglas, Patrice Wymore	89	Drama
118	Big Trees, The (C)	Apr. 12 '52	Abbott and Costello	78	Comedy
119	Lion and the Horse, The (C)	Apr. 19 '52	Steve Cochran, Sherry Jackson	83	Drama
120	Ma Maru	May 3 '52	Errol Flynn, Ruth Roman	88	Drama
121	San Francisco Story	May 17 '52	Yvonne de Carlo, Joel McCrea	84	Drama
122	About Face (C)	May 31 '52	Gordon MacRae, Eddie Bracken	99	Musical
123	Carson City (C)	June 14 '52	Randolph Scott, Lucille Norman	87	Western
124	Three for Bedroom C (C)	June 21 '52	Gloria Swanson, James Warren	74	Comedy
125	Winning Team, The	June 28 '52	Boris Day, Ronald Reagan	98	Drama
128	She's Working Her Way Through College (C)	July 12 '52	Virginia Mayo, Ronald Reagan	101	Musical
129	Story of Will Rogers (C)	July 26 '52	Jane Wyman, Will Rogers, Jr.	109	Drama
130	Where's Charley? (C)	Aug. 16 '52	Ray Bolger, Allyn McLerie	97	Comedy
201	Big Jim McLain	Aug. 30 '52	John Wayne, Nancy Olson	96	Drama
202	Crimson Pirate (C)	Sept. 27 '52	Hurt Lancaster, Eva Bartok	104	Drama
203	Miracle of Fatima (C)	Oct. 11 '52	Gilbert Roland, Angela Clark	102	Drama
204	Springfield Rifle (C)	Oct. 25 '52	Gary Cooper, Phyllis Thaxter	93	Drama
205	Operation Secret	Nov. 8 '52	Cornel Wilde, Phyllis Thaxter	108	Drama
206	Iron Mistress, The (C)	Nov. 22 '52	Alan Ladd, Virginia Mayo	110	Drama
207	Cattle Town	Dec. 6 '52	Dennis Morgan, Philip Carey	71	Western
208	A & C Meet Captain Kidd (C)	Dec. 27 '52	Abbott & Costello	70	Comedy
209	April in Paris (C)	Jan. 3 '53	Ray Bolger, Doris Day	101	Musical
210	Stop, You're Killing Me (C)	Jan. 17 '53	Broderick Crawford, Claire Trevor	86	Comedy
211	Jazz Singer, The (C)	Feb. '53	Danny Thomas, Peggy Lee	86	Musical
By the Light of the Silvery Moon (C)					
Come on Texas					
Desert Song, The (C)					
His Last Day O'Keeffe					
I Confess					
Man Behind the Gun (C)					
Master of Ballantrae (C)					
She's Back on Broadway (C)					
System, The					
Thunder Over the Plains (C)					
Trouble Along the Way					

Boris Day, Gordon MacRae	Musical
Randolph Scott, Phyllis Kirk	Western
Gordon MacRae, Kathryn Grayson	Musical
Hurt Lancaster	Drama
Montgomery Clift, Anne Baxter	Drama
Randolph Scott, Patrice Wymore	Western
Errol Flynn	Adventure
Virginia Mayo, Gene Nelson	Musical
Frank Lovejoy	Drama
Randolph Scott, Phyllis Kirk	Western
John Wayne, Donna Reed	Drama

OTHER PICTURES IN RELEASE

Title	Distributor	Time	Type
Adventures, The (Brit.)	Classic	101	Drama
Affair Blum (Ger.)	Central	107	Drama
Affairs of a Model (Swe.)	Union	89	Comedy
Agitator, the (Br.)	Four Cont.	83	Drama
Alter in Wonderland (C) (Fr.)	Sovintex	53	Fantasy
Anching Man, Fable (Fr.) (Eng.)	Meadow	90	Drama
Angel (Fr. & Ital.)	Stefora	95	Drama
Angel and Singer (Fr.)	A.F.E.	95	Drama
Angel with the Trumpet (Br.)	Snader	95	Drama
Angel Street (Brit.)	Commercial	95	Drama
Angelo (Ital.)	Seconama	95	Drama
Anna in the Crowd (Ital.)	Continental	92	Cone drama
Anna (Ital.)	L.F.E.	100	Drama
Another Shore (Br.)	I.R.O.	77	Comedy
Anthony of Padua (Ital.)	Casolaro	88	Drama
Ape Man (R)	Savoy	96	Horror
Appointment With Crime (Br.)	Four. Cont.	90	Moldrama
Arizona Raiders (E)	Favorite	60	Western
Bad Lored Byron (Br.)	I.R.O.	85	Drama
Bahleria (Fr.)	Burstyn	85	Drama
Barber of Seville (Ital.)	Excelior	105	Opera
Battle of Chief Pontiac	Redart	72	Western
Battles and the Beast (Fr.)	Jopert	87	Fantasy
Beauty and the Devil (Fr.)	Davis	95	Drama
Beauty and the Devil Trembled (italy)	Continental	104	Drama
Behind Closed Shutters (Ital.) (Eng. Dial.)	L.F.E.	89	Drama
Behind Closed Shutters (Ital.)	Lux	89	Drama
Bela Lugosi Meets a Brooklyn Gorilla	Redart	74	Horror
Beloved Vagabond (Fr.)	A.F.E.	90	Musical
Berliner, The (German)	Burstyn	90	Comedy
Betrayer of Catherine the Great (Fr.)	Hoffberg	90	Drama
Bicycle Thief (Ital.)	Burstyn	82	Drama
Big Day, The (Fr.)	Mayer-Kingsley	73	Drama
Bitter Rice (Eng. Dial.)	L.F.E.	93	Western
Bitter Springs (Br.)	Bell	73	Western
Black Dice (Brit.)	Schlaifer	97	Drama
Black Narcissus (C) (Br.)	Allied	91	Drama
Blackmail (Br.)	Bell	73	Drama
Blanche Fury (Br.) (C)	Classic	93	Comedy
Blithe Spirit (C) (Br.)	Classic	99	Drama
Blood and Fire (Swe.)	Oxford	93	Drama
Bonnie Prince Charlie (C) (Br.)	Snader	98	Comedy
Bowery Blitzkrieg (R)	Savoy	82	Comedy
Boys of the City (R)	Savoy	83	Comedy
Brandy for the Parson (Brit.)	Mayer-Kingsley	74	Drama
Brave Don't Cry (Brit.)	Mayer-Kingsley	92	Drama
Breakdown	Redart	77	Drama
Brief Encounter (Br.)	Allied	86	Musical
Broken Vow (Ital.)	Casolaro	88	Drama
Burma Victory (Br.) (R)	Film Renters	60	Drama
Cabinet of Dr. Caligari (Ger.)	Famous	82	Drama
Cadets of Gasconne (Ital.)	Continental	92	Comedy
Cesar and Cleopatra (C) (Br.)	Allied	126	Drama
Cage of Gold (Br.)	Elli	83	Drama
Caged Women (Swe.)	Davis	93	Drama
Cairo Road (Brit.)	Schlaifer	83	Drama
Captain Blackback (Br.)	Classic	91	Drama
Captain Boycott (R) (Br.)	Astor	93	Drama
Captain from Kosenpick (Ger.)	Brandon	96	Comedy
Carmen (Fr. & Ital.)	Scalaer	86	Musical

Title	Distributor	Running Time	Type
Casque D'Or (Story of a Blonde) (Fr.)	Ducina	97	Drama
Caught in the Foreign Legion (Fr.)	Hellon-Foulke	100	Drama
Cher-Ak (Che-Alex)	Sclaters	84	Musical
Chips Are Down (Fr.)	Commercial	96	Drama
Christmas (Ger.)	Lopert	93	Drama
City of Sin	Central	85	Drama
Clear Seas (Ital.)	Ellis	77	Melodrama
Cliff of Sin (Ital.)	Cosentino	89	Drama
Cocacola of the Russian (C) (Russ.)	Distinguished	94	Drama
Country Fareson	Astor	87	Drama
Country Was Here, The (Fr.)	Italm	82	Drama
Dark Half Girls (Brit.)	Pine Arts	72	Comedy
Daniel and the Devil (R)	Bell	117	Drama
Dark Man, The (Br.)	Film Arts	100	Melodrama
Darling of the World (Ger.)	Cassino	88	Drama
Daughter of the Sands (Fr.)	Ducina	101	Drama
Days of Our Years (Fr.)	Sovaine	140	Drama
Dead of Night (Br.)	Allied	76	Drama
Dead Woman's Kiss (Ital.)	Cassaro	90	Drama
Dear Mr. Prebach (Brit.)	L.R.O.	91	Comedy
Dedee (Fr.)	Meadow	94	Drama
Desert Gold (R)	Film Remits	61	Western
Devil in the Flesh (Fr.)	A.F.E.	81	Drama
Diamond City (Br.)	Zeph	75	Drama
Difficult Years (Ital.)	Lopert	90	Drama
Dishonored Lady (Br.)	Astor	85	Drama
Doctor Beware (Ital.)	Academy Film	90	Comedy
Dracula (R)	Realand	78	Horror
Dream Ballerina (Fr.)	A.F.E.	87	Ballet
Dream of a Cossack (Russ.) (C)	Artkino	95	Drama
Drift Fence (R)	Favorite	58	Western
Eagle, The (R)	Hoffberg	75	Drama
Eagle With Two Heads (Fr.)	Meadow	91	Drama
East Side Kids (R)	Savoy	82	Comedy
Edward and Caroline (Fr.)	Commercial	90	Comedy
Empress's Nightingale, The (C) (Czech.)	Manor	70	Fantasy
Enola (Aust.)	Academy	96	Melodrama
Face to the Wind (Fr.)	Sovaine	85	Comedy
Facts of Love (Br.)	Oxford	81	Comedy
Fall of Berlin (Russ.) (C)	Artkino	126	Drama
Fall of the House of Usher (Br.)	Ellis	73	Drama
Fame and the Spur (Ital.)	Realand	80	Drama
Father's Dilemma (Ital.)	Oxford	98	Drama
Females at Play (Swed.)	Davis	81	Comedy
Fighting Phantom (R)	Favorite	62	Western
Fighting Rats of Tobruk, The (Br.)	Realand	88	Drama
Fish Without a Name (Ger.)	Oxford	80	Drama
Flesh and Blood (Br.)	Shneider	81	Drama
Florence St. Francis (Ital.)	Starline	96	Drama
Flying Hellcat (Br.) (R)	Film Remits	80	Drama
Flying Wild (R)	Savoy	87	Comedy
Forbidden Games (Fr.)	Tremore	57	Drama
Forlorn River	Favorite	58	Western
Fernando (Chinese)	Hoffberg	80	Western
Francis, the First (Fr.)	Meadow	83	Comedy
Frankenstein (R)	Realand	87	Horror
Frigo Face (Fr.)	Oxford	89	Comedy

Title	Distributor	Running Time	Type
From Little Acorns (Fr.)	Souvaize	98	Comedrama
Gallop Major, The (Br.)	Souvaize	82	Comedy
Gensha Girl (Jap.)	Realtar	87	Comedy
Girl in a Million, A (Br.)	Souvaize	85	Drama
Gleam, The (Fr.)	Oxford	77	Comedy
Golem, The (Fr.)	Bellon-Foulke	180	Drama
Grand Concert (Russ.)	Excelsior	85	Drama
Grand Expectations (Br.)	Artkino	101	Ballet
Great John L., The (R.)	Allied	118	Drama
Great Mr. Handel (C) (Br.)	Astor	99	Drama
Green for Danger (Br.)	I.R.O.	103	Musical
Hansman's Holiday (Br.)	Allied	93	Drama
Hans Christian Andersen (Br.)	I.R.O.	91	Drama
Happy Days of Your Life (Br.)	Hofberg	82	Fantasy
Headline (Br.)	Pacemaker	91	Comedy
Headline (Br.)	Toddy	81	Musical
Heart and Soul (Ital.)	English	76	Melodrama
Heart of a Nation (Fr.)	Crest	99	Drama
Heavenly Hair (Ger.)	A.P.E.	99	Drama
Helen (Br.)	Excelsior	93	Musical
Helen (Canadian)	Doris	91	Comedy
Hill Country (Br.)	Bell	73	Drama
Hit Paenited Door (Br.)	Souvaize	71	Drama
Hit the High Road (Fr.)	Smiler	90	Drama
Hitless Tresson (Br.)	Lerner	80	Comedy
History of Mr. Polly (Brit.)	Pacemaker	90	Melodrama
Honey Maniacs	I.R.O.	94	Comedy
Horsemen of the East (Br.)	Hofberg	70	Horror
Houses of 1000 Women (Brit.)	Academy	101	Drama
I Know Where I'm Going (Br.)	Fine Arts	92	Comedy
I Live in the Circus Arena (Russ.) (C)	Allied	91	Drama
Inheritance, The (Br.)	Artkino	120	Circus
Intelligence (R)	Fine Arts	85	Drama
Iron Crown (Ital.) (Eng. Dial.)	Favorite	76	Drama
Jale of Sinners (Fr.)	Classic	88	Drama
It Happened in Europe (Hung.)	Lopert	90	Drama
Jacqueline Husbands (Br.)	Ellis	60	Comedy
Jenalous Husband (Ital.)	Crest	86	Comedy
Joseph Lamour (Fr.)	Meadow	101	Drama
Joseph Schmidt Story (Ger.)	Dayis	73	Operatic
Julius Together (Br.)	Film Renters	80	Melodrama
Katy's Love Affair (Br.)	Brandon	86	Drama
Kid Monk Baron	Snader	90	Drama
King's Man, The (Ital.)	Realtar	80	Drama
King, Master of Affairs (Br.) (C)	Scala	95	Melodrama
La Ronde (Fr.)	Commercial	90	Comedy
La Vie De Boheme (Fr.)	Scala	90	Melodrama
Lady of Burlesque (R)	Astor	91	Comedrama
Lady Paname (Fr.)	Discina	97	Musical
Lafincafades (R)	Famous	157	Comedy
Last Laugh, The (Ger.)	Continental	80	Drama
Laughing Lady, The (C) (Br.)	Four Cont.	75	Operatic
Laughing Lady (Ital.)	Pictura	72	Drama
Leonardo da Vinci (C)	I.F.E.	122	Drama
Les Miserables (Ital.) (Eng. Dial.)	Savoy	82	Comedy
Let's Get Tough (R)	Casino	93	Musical
Let's Make Music (Ger.)	Hofberg	83	Comedy
Life and Laughter (Br.)	Nover-Kingley	80	Drama
Life Begins Tomorrow (Fr.)	A.P.E.	81	Drama
Life in Her Hands (Brit.)	Manor	76	Drama

OTHER PICTURES IN RELEASE (continued)

Title	Distributor	Running Time	Type
Life of Ferdinand Raimund (Ger.)	Casino	100	Musical
Lisbon Story (Br.)	Four Cont.	85	Drama
Lovers of Verona (Fr.)	Souvaline	92	Musical
Loves of Don Juan, The (Ital.)	Scalera	92	Musical
Lucia Di Lammermoor (Ital.)	Caslow	107	Opera
Lucrèce Borgia (Fr.)	Madame	86	Drama
Mad Lover (R.)	Astor	88	Drama
Madame of the Seven Moons (Br.)	Allied	88	Drama
Madchen in Uniform (Ger.)	Lopert	90	Drama
Madge Box (C) (Brit.)	Mayer-Kingsley	103	Drama
Magie Sword (Yugo.)	Ellis	95	Fantasy
Mamma (Ital.)	Continental	84	Musical
Man of Evil (Brit.) (R)	Bel	96	Drama
Man of the Forest (R)	Favorite	87	Western
Man in the Dingle (Br.)	Snader	71	Comedy
Maniac (Fr.)	Lopert	92	Drama
Maniacs on Wheels (Br.)	I.R.O.	70	Drama
Manon (Fr.)	Discina	91	Drama
Marie du Port (Fr.)	Bel	90	Drama
Marika (Ger.) (C)	Bellion-Foulke	90	Drama
Marriage of Figaro (Ger.)	Central	106	Opera
Marry Me (Br.)	Ellis	83	Comedy
Massacre Hill (Br.)	I.R.O.	72	Drama
Maytime in Mayfair (Br.) (C)	Reharr	94	Musical
Medium, The	Lopert	87	Musical
Merry Wives of Windsor (Ger.)	Central	93	Musical
Mikado, The (C) (Russ.)	Allied	92	Musical
Mill on the Po (Ital.)	I.F.E.	92	Drama
Miners of the Don (C) (Russ.)	Artkino	94	Drama
Minne, the Curious Bride (Fr.)	Commercial	99	Comedy
Miracle in Milan (Ital.)	Discina	83	Comedy
Miracle (Fr.)	Burstyn	105	Comedy
Miss Italia (Ital.)	I.F.E.	89	Comedy
Miss Julie (Swed.)	Souvaline	91	Musical
Master Lord Says No (Br.)	Souvaline	86	Comedy
Mr. Orchid (Fr.)	Lopert	100	Comedrama
Models, Inc.	Mutual	73	Drama
Monsieur Vincent (Fr.)	Lopert	102	Drama
Murder in the Cathedral (Br.)	Classic	110	Drama
Musorgsky (Russ.) (C)	Artkino	116	Musidrama
My First Love (Fr.)	Davis	80	Drama
My Hands Are Clay (Br.)	Hoffberg	61	Drama
Mysterious Rider, The (R)	Favorite	72	Western
Native Son (Argentina)	Classic	85	Melodrama
Naughty Widow, The (R)	Souvaline	100	Drama
Never Take No for an Answer (Br.)	Astor	82	Comedy
New China (Russ.) (C)	Artkino	100	Docu'ry
Next of Kin (Br.)	Film Renters	89	Docu'ry
Night Train to Trieste (Br.)	Classic	89	Drama
No Resting Place (Irish)	Nayfack	90	Comedy
Nob's Ark (Br.)	Allied	90	Melodrama
Notorious Gentleman (Br.)	Nayfack	90	Comedy
O Sole Mio (Ital.)	Allied	108	Drama
Old Man Out (Br.)	Continental	90	Musidrama
Oh! Amelia (Br.)	I.F.E.	115	Drama
On Approval (Br.)	Film Renters	86	Comedy
Open City (Ital.)	Burstyn	103	Drama
Original Sin (Ger.)	Brill	94	Fantasy
Our Daily Bread (Ger.)	Discina	94	Fantasy
Our Friends Are Coming (Ital.)	Continental	102	Drama
Outcry (Ital.)	Crest	93	Drama
Paolan (Ital.)	Burstyn	115	Drama

Title	Distributor	Running Time	Type
Paris 1900 (Fr.)	Mayer-Kingsley	76	Docu'ry
Paris Night (Fr.)	Union	82	Melodrama
Paris Waltz (Fr.)	I.F.E.	82	Melodrama
Passion for Life (Fr.)	Brill	85	Comedy
Passport to Pimlico (Br.)	Classic	72	Drama
Path of Hope (Ital.)	I.F.E.	89	Drama
Peddler and the Lady (H.)	Continental	82	Comedy
Pennywhistle Blues (So. African)	Commercial	92	Drama
Pepi Le Moko (Fr.)	Discina	92	Drama
Perfectionist, The (Fr.)	Hoffberg	70	Musical
Pinaflore, H.M.S.	Classic	86	Drama
Prize, The (Fr.)	Burstyn	95	Comedy
Quiet One, The	Film Renters	67	Drama
Raiders, The (Br.)	Davis	70	Docu'ry
Ramuntcho (Fr.)	Central	95	Drama
Razzia (German)	Central	84	Drama
Reluctant Widow, The (Br.)	Fine Arts	86	Comedrama
Resendence with Tomorrow (Fr.)	Souvaline	102	Drama
Resistance (Fr.)	Meanow	92	Drama
Return of Radley (Brit.)	Astor	70	Drama
Rigoletto (It.)	Continental	107	Opera
Rome Eleven O'Clock (Ital.)	A. F. E.	116	Drama
Room Upstairs (Fr.)	Lopert	90	Drama
Roses from Tyrol (German)	Casino	102	Musical
Saint and Sinners (Irish)	Lopert	82	Comedy
St. Matthew Passion (Aust.) (Eng. Dial.)	Academy	86	Musical
Satan in Skirts (R)	Astor	121	Drama
Savage Africa (R)	Reharr	70	Melodrama
Savage Tringale (Fr.)	Burstyn	112	Drama
Savage World (Brit.)	Brill	72	Docu'ry
School for Husbands (Br.)	Hoffberg	72	Melodrama
School for Sinners (Br.)	Hoffberg	65	Drama
Secret Affair (Fr.)	Nayfack	99	Drama
Secret Flight (Br.)	Union	71	Drama
Secret of Mavering (Fr.)	Commercial	99	Drama
Seeds of Destruction	Astor	82	Drama
Seven Capital Sins (Fr.-Ital.)	Davis	102	Drama
Seven Days to Noon (Br.)	M. E. D.	93	Drama
Seven Journeys (German)	Bel	84	Drama
Seventh Veil, The (Br.)	Allied	93	Drama
Shameld (Ital.)	Davis	102	Drama
Shameld (Ital.)	Manor	81	Drama
Showtime (Br.)	Discina	90	Musical
Simple Case of Money, A (Fr.)	English	80	Comedy
Sin of Esther Waters (Br.)	I. R. O.	65	Drama
Singing Angels (German)	Casino	98	Musical
Sinners (Fr.)	Commander	91	Drama
Skinner Next to God (Fr.)	Excelsior	90	Drama
Sky Is Red (Ital.)	Reharr	94	Drama
Small Back Room (Br.)	Snader	80	Drama
Smugglers, The (R) (German)	Astor	77	Drama
Somewhere in Berlin (German)	Central	86	Drama
Souvenir (Fr.)	Lopert	104	Drama
Spider and the Fly, The (Br.)	Bel	77	Musical
Springtime (Br.)	Four Cont.	103	Drama
Stairway to Heaven (Br.) (C)	Allied	104	Drama
Stars Look Down (Br.)	Ellis	105	Musidrama
Story of Tosca (Ital.)	Scalera	105	Musidrama
Strange One, The (Fr.)	Mayer-Kingsley	98	Drama
Strange Woman (R)	Astor	100	Drama
Strangers Morgue	Hoffberg	70	Horror

Title	Distributor	Running Time	Type
Streets of Sorrow (Ital.)	Favorite	79	Drama
Struggle, The (Fr.)	Discina	82	Comedy
Stronghold of the Wild (So. Afr.)	Brill	89	Adventure
Tabu	Manor	83	Docu'ry
Taras Shevchenko (Russ.)	Artkino	103	Drama
Tears of Blood (Ital.)	Crest	89	Drama
Tenderfoot Goes West, A (R)	Hoffberg	65	Western
Terror House (Br.)	Ellis	78	Drama
That Gang of Mine (R)	Savoy	62	Comedy
Thief in Silk	Astor	85	Adventure
Third Time Lucky (Br.)	I. R. O.	87	Drama
This Happy Breed (C) (Br.)	Allied	110	Drama
This Night Is Ours (German)	Bel	80	Drama
This Was a Woman (Br.)	Ellis	99	Drama
This Wine of Love (Ital.)	Caslow	80	Opera
Time in the Sun (Mex.)	Random	60	Docu'ry
To the Last Man (R)	Favorite	76	Western
Tomorrow Is Too Late (Ital.)	Burstyn	103	Drama
Tony Draws a Horse (Br.)	Fine Arts	99	Comedy
Torment (Swed.)	Oxford	88	Drama
Train of Events (Br.)	Fine Arts	89	Drama
Treasure Hunt (Brit.)	Souvaline	78	Comedy
Tropic Glory (R)	Reharr	83	Melodrama
True Glory (R)	Film Renters	80	Docu'ry
Twilight (Fr.)	A. F. E.	107	Comedy
Two Cents Worth of Hope (Ital.)	Times	82	Adventure
Two Lost World (R)	Classic	62	Adventure
Two Madonnas, The (Ital.)	Caslow	89	Musidrama
Under the Olive Tree (Ital.)	I.F.E.	107	Drama
Under the Paris Sky (Fr.)	Discina	97	Drama
Undersea Raider (Brit.)	Manor	76	Drama
Unknown, The (Ital.)	Crest	90	Adventure
Unknown Island (R)	Classic	75	Adventure
Vienna Melodies (German)	Casino	91	Musical
Voice in Your Heart, A (Ital.)	Scalera	98	Musidrama
Wagon Wheels (R)	Favorite	82	Western
Wall of Death (Br.)	Reharr	39	Drama
Warning to Women (Br.)	I. R. O.	105	Drama
Waterfront (Woman (Br.)	Bel	75	Drama
When the West Was Young (R)	Favorite	53	Western
Where Is Zaza? (Ital.)	Caslow	84	Musidrama
Wherever She Goes (Brit.)	Mayer-Kingsley	80	Musical
Whistle Stop (R)	Classic	84	Drama
White Bride of the Jungle (R)	Union	80	Melodrama
White Corridors (Brit.)	Fine Arts	89	Drama
White Line, The (Ital.)	I.F.E.	87	Drama
Wicked Lady, The (Br.)	Alli	98	Drama
Winning the West (R)	Favorite	73	Western
Woman Hater (Br.)	Manor	69	Comedy
Woman of Bolshyn (Br.)	Lopert	84	Drama
Woman to Woman (Br.)	Four Cont.	94	Drama
Women Without Names (Ital.)	Lopert	89	Drama
Wonder Boy, The (Br.)	Snader	83	Comedrama
Wonderful Times (Ger.)	Academy	90	Comedy
Wooden Horse (Br.)	Snader	88	Drama
World Festival of Song & Dance (C) (Russ.)	Artkino	79	Musical
You Will Remember (Br.)	Faysh	80	Musical
Young and the Damned, The (Mex.)	Mayer-Kingsley	92	Drama
Young Scarface (Br.)	M. K. D.	89	Melodrama

Terry Ramsaye Says

"THEY SAY" are the most important words in our industry. What "they say" largely controls the career and destiny of every worker of talent, high, wood, every contributor of talent, high, low and on the screen, player, writer, executive. If "they say" you are good you are in. If "they say" you are lousy, you are out or will be tomorrow. If "they say" nothing you just are not there, effectively, at all.

What "they say" is controlled only in part by merit, although a bit of it does no harm, especially at the beginning—after that it matters less and less. "They say" has a tremendous inertia content, carrying on with glacial force, sometimes for years. The idea is to get it started, and keep it going, with a nudge now and then.

The merchandise of movieland is reputed, which is entirely made up of what "they say." It sells people, it sells pictures, it sells corporations. It also can unsell them all, by saying or not saying.

That is why publicity, consisting of words and pictures in print, and the word-of-mouth they inspire is such a conspicuously anxious, and often feverishly jittered, element of the motion picture scene.

The sum total of what "they say" is fame. That is why *Motion Picture Herald*, years ago, founded an annual under that title of *Fame*, to provide a sharply focussed documentation, a record and a reference manual crystalizing in generous pages the recognition, from the industry itself and from the box office testimony of that final authority, the customer.

This annual down the years has been not only a record of the flow of fame but also a stimulus through press and over the air of more of "they say." This "they say" manifestation grows on itself by word-of-mouth, by writing and rewriting on the larger scene. In Hollywood this fame becomes more immediately personal and intensive, more directly effective across the table where those folk go to see and be seen and in the buzzings of the cocktail hour. That is why *Fame* annual comes dressed in an artfully commanding cover, without implication of "trade" that it may enjoy position in drawing rooms, and on reading tables as well as executive desks in those offices of super-elegance of soft lights and hard words. Psychologically it is brawny and dynamically sharp fact, but its front and finish suggest what the vernacular calls "class." If you have really done anything in the creative arena you

will be in it, and if you have not you cannot get in it. It has velvet ropes.

That has made *Fame* one of the most impressive reference manuals.

A calculation from figures assembled by the QP staff is that last year it was quoted in media with more than sixty million circulation. *Fame's* data supplied inspiration for extensive pictorial displays and endless comment, credited and uncredited. Clipping services being what they are, the probabilities are that only a fraction came into our totals.

The motion picture industry sells anticipations of emotions expected to be enjoyed by racing shadows. Those anticipations are controlled entirely by what "they say." *Fame* vastly helps keep them saying. It is yeast in the brew of interest.

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The Top Money-Making Stars

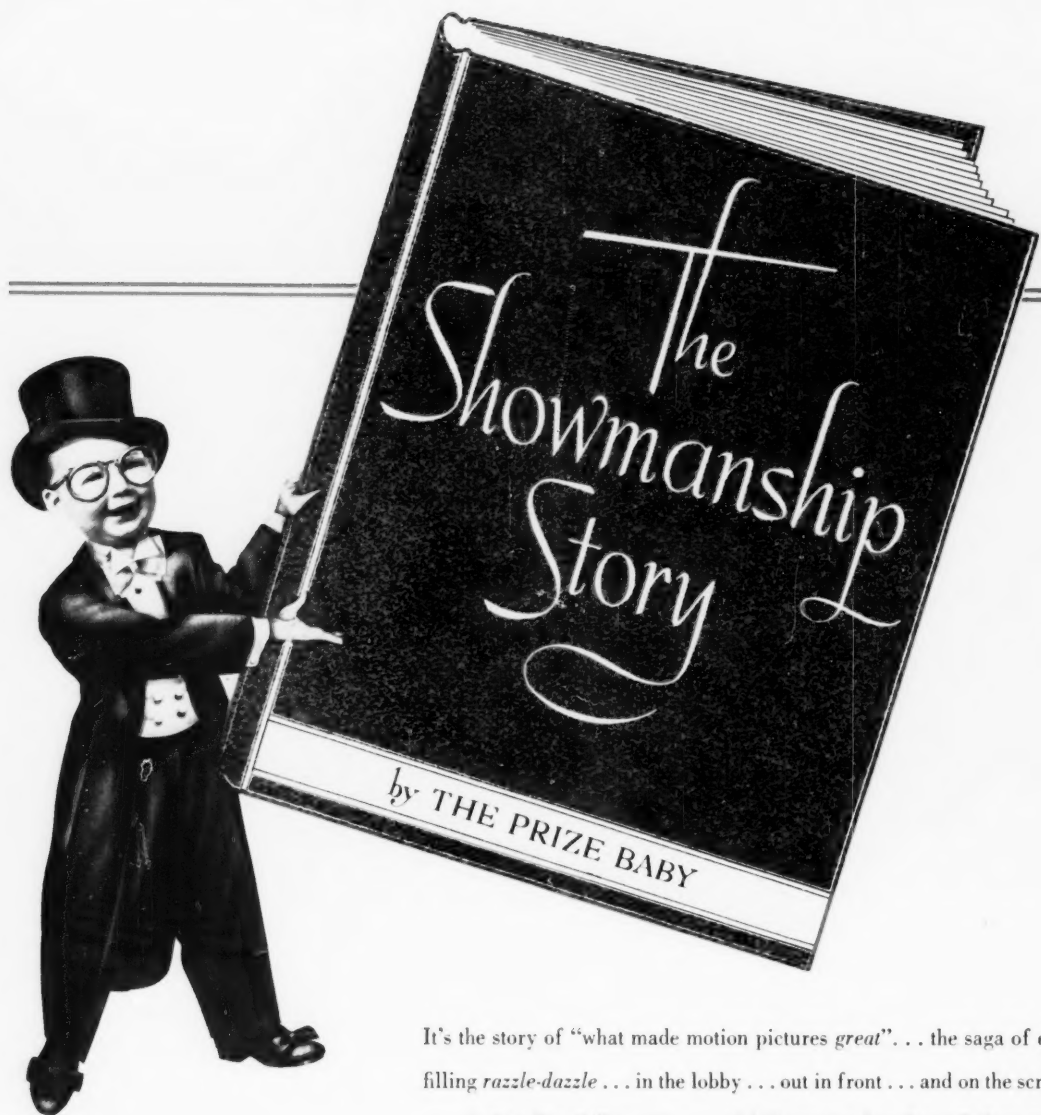
—as voted by the exhibitors of the United States and Canada—in Motion Picture Herald's audit of personalities conducted for *FAME*... will be reported in next week's issue of

MOTION PICTURE
HERALD

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regarding the
next issue of
FAME.

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It's the story of "what made motion pictures *great*" . . . the saga of eye-filling *razzle-dazzle* . . . in the lobby . . . out in front . . . and on the screen . . . the big *Box Office story* . . . of *bill-posting* that shouted about your great attractions . . . *heralds* that sought out patrons and brought them in, in droves . . . and away-from-theatre *displays* that dazzled an eager public . . . with the oft-repeated news of glittering entertainment!

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